



Job Title: Director of Advancement

Reports To: Executive Director

Status: Full-Time / Exempt

Pay Range: \$85-\$95K

Position Summary

The Director of Advancement is responsible for developing and executing strategies that cultivate, engage, and retain donors through meaningful communication, recognition, and relationship management. This position plays a key role in advancing the organization's fundraising efforts by overseeing donor stewardship, engagement activities, and special events. The Director works closely with the Executive Director and Board leadership to strengthen philanthropic support, enhance donor satisfaction, and drive long-term fundraising growth.

Key Responsibilities

Donor Stewardship & Engagement

- Design and implement a comprehensive stewardship plan to ensure timely, personalized acknowledgment and impact reporting for all donors.
- Manage a portfolio of mid-level and recurring donors, deepening relationships through consistent and thoughtful engagement.
- Oversee donor recognition initiatives, including giving societies, annual reports, and appreciation events.

Fundraising & Donor Experience

- Collaborate with the Executive Director to develop and execute annual fundraising strategies, including individual giving, corporate partnerships, and special campaigns.
- Facilitate and organize the organization's **annual fundraising event (Gala or Luncheon)**, including planning, sponsorship outreach, logistics, and donor recognition.
- Support major gift cultivation by preparing donor briefings, proposals, and impact summaries.

Board and Committee Engagement

- **Lead the development, recruitment, and operations of the Young Professionals Board**, including onboarding, engagement, and event participation.

- In Q1, facilitate the **formation and operations of the Development and Marketing Committee**, including scheduling meetings, preparing agendas, coordinating materials, and managing follow-ups on assigned actions.
- Collaborate with committee members and board leadership to align fundraising and marketing strategies with organizational goals.

Communications & Reporting

- Create and distribute stewardship materials that communicate donor impact, such as newsletters, thank-you videos, and success stories.
- Ensure consistent messaging and branding across all donor communications.
- Track and analyze donor engagement metrics to guide future strategies.

Operations & Data Management

- Maintain accurate donor records in the CRM system and ensure all gifts are acknowledged within 48 hours.
- Work with finance and program teams to ensure proper allocation and reporting of designated gifts.
- Develop systems and tools to monitor donor retention, satisfaction, and fundraising performance.

Department Oversight & Management

- Supervise the Assistant Director of Advancement-Grants.
- Ensure grant portfolio is aligned with the strategic plan and overall fundraising goals.
- Manage and maintain grants calendar.
- Coordinate with internal staff to develop budget and other documents related to grant proposals.
- Ensure all grant proposals are submitted on time.
- Maintain accurate records and ensure grant reporting is submitted on time.

Qualifications

- Bachelor's degree in communications, nonprofit management, marketing, or related field.
- Minimum of 5–7 years of experience in fundraising, donor relations, or stewardship.
- Demonstrated success in event planning, committee facilitation, and donor engagement.
- Excellent written and verbal communication skills with strong relationship-building ability.
- Experience using donor databases (e.g., Salesforce, Raiser's Edge, or similar).
- Strong organizational and project management skills with attention to detail.
- Passion for the organization's mission and commitment to equity, inclusion, and community impact.

First-Year Goals (Sample Metrics)

Fundraising & Revenue

- Increase individual giving by 20% over the previous fiscal year.
- Raise \$150,000–\$200,000 through new or renewed donor commitments.
- Achieve a donor retention rate of at least 65%.
- Successfully plan and execute the annual fundraising gala or luncheon, achieving at least \$250,000 in gross revenue.
- Support the Executive Director in cultivating 10 major donor prospects (\$10,000+).

Donor Experience & Engagement

- Implement a comprehensive stewardship plan with at least four donor touchpoints annually.
- Launch a donor satisfaction survey within a year and track engagement improvements.
- Develop and execute two donor appreciation or networking events annually.

Board & Committee Development

- Manage the Young Professionals Board, ensuring active recruitment and retention of at least 10 active members.
- Along with committee chair, facilitate Development and Marketing Committee meetings quarterly, ensuring actionable follow-ups and measurable outcomes.
- Collaborate with committee members to develop a donor engagement calendar and expand community outreach initiatives.

Operational & Strategic

- Implement a standardized acknowledgment and impact reporting process by year-end.
- Produce the organization's annual Impact Report by year-end.
- Develop and manage a systematic stewardship tracking tool integrated into the donor database.

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