

RONALD McDONALD HOUSE® CHARITIES NEW YORK METRO

JOB DESCRIPTION

DIRECTOR OF DEVELOPMENT

DESCRIPTION OF ORGANIZATION

Ronald McDonald House® Charities New York Metro is a not-for-profit 501(c)(3) organization that focuses on the critical needs of children by operating programs that provide families with access to pediatric healthcare and allows the family unit to remain together during the stress and uncertainty of a medical crisis.

OVERVIEW

The Director of Development oversees the fund development activities of Ronald McDonald House® Charities New York Metro to ensure that goals for all related projects are successfully attained or exceeded. The Director of Development leads the major gift, endowment, capital and planned giving activities of the organization.

The Director of Development reports directly to the Chief Executive Officer. He/She advances the mission of the organization in a manner consistent with the excellent quality of services provided to families in crisis since 1986.

In the spirit of teamwork, interact in collaboration with the staff and volunteers to provide support and assistance in the fulfillment of their goals and objectives.

FUND DEVELOPMENT RESPONSIBILITIES:

- Create and implement a comprehensive annual fund development plan.
- Lead and participate in the solicitation of major gifts, including donor retention and new donor development, to meet or exceed annual revenue goals.
- Initiate, evaluate and secure new sources of funding and in-kind donations.
- Lead relationship building efforts for endowment, planned, capital and major gifts.
- Maintain a current knowledge and increasing expertise in the planned giving field. Work with planned giving professionals to ensure the conformance of the organization's activities with appropriate laws and regulations.
- Oversee efforts to raise capital funds as necessary. Currently in an active capital campaign for a new Ronald McDoanld House at Stony Brook Children's Hospital.
- Maintain donor relationship management to ensure individuals remain connected with the organization.
- Provide input to the fund development efforts conducted by the Events and PR/Marketing.

- Conduct ongoing analysis of fund development efforts. Work with the development team to improve financial returns on existing initiatives, suggest improvements for fundraising activities conducted by others for the benefit of the organization, and identify and implement new fundraising activities.
- Report on and evaluate annual fundraising goals to the Chief Executive Office, Chief Operating Office and the Board of Directors.
- Represent the organization at selected special events and external fundraising activities as needed.
- Manage and create agendas and notices for the major gifts and capital campaign meetings. Participate on other committees as requested.
- Work with the CEO to increase government funding including researching and writing grants. Schedule appointments to visit elected officials with the CEO and/or Board members.

MARKETING AND PUBLIC RELATIONS RESPONSIBILITIES:

- Work with the Director of PR/Marketing to create and implement a comprehensive annual marketing and promotional strategy that coordinates with the fund development plan.
- Work with the Director of PR/Marketing to develop and implement marketing materials to increase awareness of endowment, planned and major gift vehicles and their importance to the organization.
- Serve as speaker and presenter to external audiences, representing the high standards and values of the organization.

SUPERVISORY RESPONSIBILITIES:

- Oversee and manage the Stony Brook Ronald McDonald House Capital Campaign efforts. Recruit, screen, train, supervise and evaluate the Capital Campaign Manger and co-manage the Sr. Manager of Development Services. Assign work, provide instruction and ensure compliance with established policies and procedures while promoting a supportive and team-oriented environment. Determine and provide for staff training and development needs. Perform other personnel functions including hiring, disciplinary actions and performance reviews with input from the CEO and COO.
- Ensure that the appropriate Development Team staff member is creating agendas, sending notices distributing minutes for committee meetings. Participate on committees as needed.

ADMINISTRATIVE RESPONSIBILITIES:

- Participate in the annual budget process. Monitor annual budget for development related activities and address problem areas as they arise in order to reach or exceed annual fund development goals.
- Oversee the database recording and accounting for all donations received through the mail or donated through internal and external fundraising activities. Ensure that donation records are properly updated and maintained for statistical reports and mailings.
- Perform administrative aspects of the position, utilizing volunteer or administrative assistant support when available.

ADDITIONAL RESPONSIBILITIES:

- Participate in staff meetings.
- Serve as a member of the Senior Leadership Team.
- Oversee and co-manage the Speaker's Bureau.
- Conduct tours of the House and Family Rooms.
- Attend fundraising events and speaking engagements to represent the organization.
- Assist and attend internal fundraising events and other events.
- Perform other duties related to organization business as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

- Minimum of a college degree and 5 years experience in a related field.
- Excellent management skills with a minimum of 5 years fund development experience in a nonprofit setting or other related field. Marketing experience preferred.
- Nonprofit experience with a track record of achieving shared goals and successful execution of fund development efforts with multiple stakeholders and agendas.
- Excellent interpersonal skills and ability to relate to people of diverse backgrounds.
- Previous experience working effectively with volunteers.
- Excellent verbal and written communication skills.
- Demonstrated problem-solving and decision-making skills with the ability to work in a flexible, team oriented environment.
- Strong organizational skills with the ability to manage multiple projects, meet frequent deadlines, and be self-disciplined.
- Computer proficiency, including familiarity with all MS Office products and database software.
- Ability to understand and prepare financial reports and budgets.
- Self-directed and able to successfully complete projects assigned with a minimum of supervision.

WORKING CONDITIONS AND PHYSICAL EFFORT:

This position has some physical demands that include:

- Interpersonal and communication skills.

- Public speaking ability.
- Standing for community functions.
- Sitting, viewing computer monitors, and utilizing a computer keyboard.
- Traveling to other locations and community functions.
- Some lifting and carrying required.