



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PHILANTHROPY COMMUNITY TEAMWORK

Job Description- Donor Engagement Director MANITOWOC-TWO RIVERS YMCA

Job Title: **Donor Engagement Director**
FLSA Status: FT Non-Exempt
Reports to: Executive Director

Leadership Level: Team Leader
Revision Date: 6/2020
Primary Function/Department: Development

POSITION SUMMARY:

Serves as a member of the Executive Director's leadership team, providing strategic leadership in financial development to advance the YMCA's mission through donor stewardship, annual giving, targeted fund raising, special events, foundation grants, endowment bequests/gifts, and capital campaigns. Working in a team environment, the Donor Engagement Director will provide staff leadership for the implementation of the YMCA's Fund Development Plan and work to accomplish the goals therein. Responsible for prospect research, cultivation, implement, securing gifts and stewardship plans for the annual and capital campaigns and all events associated with the campaigns. Assists the Board of Directors and Executive Director in developing an actively engaged fundraising volunteer base, and in positioning the YMCA as a "charity of choice" for the investment of donations within the local community. Works with Associate Director and Marketing Lead to develop and implement effective marketing and communication strategies with a focus on donor recruitment, retention, and relationship building.

OUR CULTURE:

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

LEADERSHIP COMPETENCIES:

As part of our holistic, YMCA-trademarked approach to leadership identification and growth, candidates for this particular role on our team will be expected to demonstrate strength and willingness to continually improve in the following areas:

Project Management

- Translates organizational goals into executable plans with accountable staff and volunteers by defining tasks, milestones, and priorities for programs or projects.
- Delegates responsibilities and monitors progress towards goals.

MANITOWOC-TWO RIVERS Y
PO Box 471 • 205 Maritime Drive, Manitowoc, WI 54221-0471
P 920-682-0341 • www.mtrymca.org



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

- Follows fidelity, quality, and evidence-based standards of programs, projects, or the organization.
- Challenges inefficient or ineffective work processes and offers constructive alternatives.
- Follows through on commitments with an appropriate sense of urgency.
- Demonstrates flexibility when plans or situations change unexpectedly, effectively adjusting plans to achieve intended outcomes.

Engaging Community

- Recognizes and articulates that the Y is a not-for-profit, charitable organization committed to serving the entire community.
- Serves others by intentionally welcoming, connecting, and supporting them, and inviting them to get involved and give back to the community.

Philanthropy

- Tells the Y story in regular interactions with members.
- Participates in the Y's fundraising efforts.
- Educates staff, volunteers, and members about the charitable nature of the Y.
- Leads key components of the Y's fundraising efforts.
- Engages staff, volunteers, and members in fundraising activities and strategies.
- Organizes philanthropic activity and strategies to successfully raise necessary funds.
- Reports the sources, uses, and management of donated funds to constituents in order to preserve and enhance confidence in the organization.

Communication and Influence

- Writes clearly and concisely using correct grammar, vocabulary, and appropriate tone for the message or audience.
- Speaks in a clear, articulate manner.
- Maintains regular, clear, and concise communication within area of responsibility.
- Adopts a personal leadership style or approach to influence others.

ESSENTIAL FUNCTIONS:

- Directs and coordinates YMCA Annual Campaign, special event fundraisers, Heritage Fund endowment programs and capital development. Works with the Executive Director on the annual fundraising plan.
- Develops processes and is actively involved in identifying, cultivating, soliciting, and stewarding major gift prospects. Maintains database resource file on community leaders and sustained contributors.
- Prepares and coordinates proposals for grants from private foundations and government sources with support from the appropriate Directors.
- Develops systems and manages resources needed to carry out the fundraising plans.
- Reviews and updates appropriate fundraising policies and procedures for the organization.
- Tracks all gifts and pledges by source and purpose and provides reports as needed.
- Provides training in fund raising. Educates, motivates and provides feedback to individuals related to best practices in the fundraising process.
- Develops communication plans to insure members, participants, and the community understand the case for support. May plan and direct the marketing and communication plan;



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

may plan and oversee the association annual meeting, annual reports, newsletters, brochures and reports. Collects examples of YMCA services in community for case statement.

- Supervises and works directly with YMCA's Volunteer Coordinator to create long-term goals and strategies for the recruitment and retention of volunteers.
- Uses discretion and independent judgment in handling confidential and sensitive information.
- Maintains highly confidential executive, volunteer, and Board files and correspondence.
- Coordinates arrangements for meetings of various public officials and groups.
- Maintains computer databases for various reports, committees and mailings.
- Gathers data, compiles and prepares all national statistical and assigned strategic plan reports.
- Performs other duties as assigned.

QUALIFICATIONS:

- A Bachelor's degree in Liberal Arts, Communication, Fund Development, Community Organizing or a related field.
- Four or more years of professional experience with a background in fund raising in the YMCA, foundations, or other not-for-profit organization.
- Strong writing skills and ability to communicate effectively.
- Ability to relate to community leaders and diverse groups of people from all social and economic segments of the community.
- Working knowledge of philanthropic and charitable giving methods and processes.
- Demonstrated ability to create interpretive materials that enable potential donors to understand the YMCA and how they can contribute to the achievement of its mission.
- Marketing skill with knowledge of all forms of media (including social and web-based) and their unique use in gaining exposure for YMCA events and programs.
- Strong computer skills, including, but not limited to Microsoft Office.
- Ability to manage multiple projects at once and adjust priorities as requested.

MANITOWOC-TWO RIVERS Y

PO Box 471 • 205 Maritime Drive, Manitowoc, WI 54221-0471
P 920-682-0341 • www.mtrymca.org



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

WORK ENVIRONMENT & PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The employee must be able to move around the work environment while conducting tours and engaging the YMCA membership base.
- The employee must occasionally lift and/or move up to 10 pounds.
- The noise level in the work environment is usually moderate.