

JOB DESCRIPTION

Rev. 11/18

TITLE: Senior Director of Individual Giving

REPORTS TO: Chief Advancement Officer

DEPARTMENT: Advancement

SUMMARY: The Senior Director of Individual Giving will be responsible for growing our Major Gifts and Planned Giving programs and will serve as the liaison with our direct mail provider.

Major Gifts: Identify, qualify, engage, cultivate, solicit and steward current and prospective donors capable of gifts in excess of \$5,000. Lead and manage our major gifts giving society, Heart of the House, with regular communications and annual event.

Planned Giving: Identify and engage potential planned giving prospects. Steward donors who have already committed to a planned gift. Responsible for ongoing communication to these donors and prospects.

Direct Mail: Serve as liaison to our direct mail contractor. Review appeals, provide feedback to vendor and Chief Advancement Officer. Track success of appeals and report to leadership team.

The Senior Director of Individual Giving is an integral part of a growing advancement team and will provide senior leadership and mentorship to members of the team. This position will work closely with the Chief Executive Officer and Chief Advancement Officer as we continue to grow revenue. He/she will be responsible for meeting an annual revenue target. The focus of this position is to advance the mission of the Ronald McDonald House Charities of Central Indiana (RMHCCIN) by deepening and maintaining relationships with individual donors and prospects.

DUTIES AND RESPONSIBILITIES:**I. Essential Duties and Responsibilities:**

- a. Identify, cultivate, solicit, steward and retain qualified prospects and donors.
- b. Manage a portfolio of qualified relationships applying individualized strategies for each prospect/donor.
- c. Initiate a moves management approach with current donors with major gift capacity.
- d. Establish a strategic and systematic focus on closing commitments from individuals.
- e. Strategically engage board members, CEO and colleagues in identification, visits, and closings.
- f. Demonstrate a keen sense of curiosity for donors regarding what compels each donor to give and by adapting, as needed, to meet the interests of donors.
- g. Prepare personalized solicitation proposals and related materials as needed.
- h. Thoroughly record and report relationship management activity on a timely basis.
- i. Develop a system of meaningful recognition for major gifts that brings appropriate and desired visibility to individual donors.
- j. Meet annually established goals and benchmarks for individual giving.
- k. Assist with the planning and implementation of various recognition / cultivation events for major donors.
- l. Participate in regular advancement staff, organization-wide and RMHCCIN committee meetings for purposes of updating and reporting on the major gifts program.
- m. Participate in the development of policies and procedures relating to the individual giving program.
- n. Assist with RMHCCIN events, tours, informational activities, etc. for purposes of cultivating and stewarding major donors and prospects.

II. Other Duties

- a. Provide staff support to related committees and task forces, as requested.
- b. Assist with overall Advancement office organization and make recommendations to improve internal operating procedures as needed.
- c. Perform other related duties incidental to the work outlined in this position description.
- d. Promote a culture of high performance and continuous improvement that values learning and collaboration.
- e. Contribute to RMHCCIN team efforts by maintaining positive, supportive and flexible working relationships with fellow staff and volunteers in our mutual pursuit of providing comfort and care to families of seriously ill or injured children being served by our facility.

QUALIFICATIONS:

Bachelor's degree or equivalent. Seasoned fundraising professional with more than five years (3 years minimum) of a **successful major gift development** track record or, the equivalent of direct sales or other related private sector experience. Knowledge of major gift development and planned giving best practices. Excellent organizational skills; ability to think creatively and strategically; excellent verbal and written communication skills; and ability to manage multiple priorities. Able to relate well and work effectively with multiple constituencies. Must demonstrate professional maturity, judgment, discretion and decisiveness that inspires confidence. Able to thrive under entrepreneurial and results oriented expectations. Comfortable with technology, **must be proficient in Raiser's Edge** and other data base systems, fundraising software and MS Office applications. Able to work flexible hours with some travel required.

COMPENSATION AND BENEFITS:

Ronald McDonald House Charities of Central Indiana offers full-time staff a competitive compensation and benefits package that includes health, dental, vision and life insurance, paid holidays, paid time off and a 401(k) retirement plan.

Contact: All applications must be received no later than Tuesday, December 4. For consideration, please submit a brief cover letter and resume to jobs@rmhccin.org.