

Make-A-Wish® Greater Bay Area
Senior Director of Individual Giving
JOB DESCRIPTION & ANNOUNCEMENT
2/18

Make-A-Wish Greater Bay Area grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Our Chapter serves children from Monterey to the Oregon border and will grant over 400 wishes this year. We have a committed network of board members and advisors as well as an extensive network of over 650 volunteers throughout our territory.

Our chapter has an ambitious three-year goal to grant the wish of every eligible child within our territory, ultimately granting over 500 wishes per year. To achieve this goal, we are seeking a driven individual to join our team to help diversify and build our revenue streams, by helping establish best practices and processes to support our fundraising efforts.

Job Title: Senior Director of Individual Giving
Supervisor: CEO
Job Summary: Develops, implements and manages holistic programs and strategies to identify, cultivate, solicit and steward individual donors to meet annual revenue goals through programs: annual/workplace/online giving; direct response; memorial and planned gifts; car donation program; grants, internal and external events. Oversees development operations – database, gift entry, analysis. Skilled at developing fundraising systems and processes. Maintains and solicits a personal portfolio of contacts. With CEO, manages Development Committee and supports nomination process for Governance Committee. With CEO, manages recruitment and activities of all Advisory Councils. Manages, mentors and coaches the Development and Events Team – Development Manager, Database Administrator, Development Associate, Events Director (and the direct reports of the Events Director: Internal Events Manager, Events Associate, Senior External Events Manager, External Events Manager)

INDIVIDUAL GIVING LEADERSHIP

- Train, supervise and review the performance of the Development Manager, Database Administrator and Development Associate.
- Oversee and lead all individual giving programs:
 - Car Donation
 - Planned Giving
 - Direct Response
 - Annual and Workplace Giving
 - Major Gifts
 - Grants
- Establish annual gift goals and the strategies and metrics needed to meet or exceed the goals.
- Identify, oversee and develop the marketing, cultivation, solicitation and stewardship of key donors in support of stated yearly revenue goals.
- Manage a highly tailored portfolio of approximately 50 assigned prospective donors at various stages of cultivation cycle from identification through solicitation and stewardship. Serve as player/coach while leading the Development team towards a \$3.48M revenue goal.
- Lead efforts to seek and embrace new opportunities to grow and expand the revenue of the individual giving portfolio.
- Develop and manage development budget.
- Develop comprehensive timelines and revenue forecasts for individual giving programs.
- Monitor monthly revenue and expense projections and metrics for areas of responsibility.
- Collaborate with program team to develop holistic approach for both monetary and in-kind proposal asks, for partnerships that crossover both departments.
- Collaborate with Marketing team to develop effective collateral for approaching donors.
- Attend monthly meetings of the Marketing team and collaborate to develop corporate marketing strategies that meet organizational and corporate partner goals.
- Conducts initial research on corporate donors, prospects and suspects as needed to help develop relationships.

EVENTS OVERSIGHT

- Train, supervise and review the performance of the Events Director. Oversee the performance of the events team under the Events Director: Internal Events Manager, Events Associate, Senior External Events Manager, External Events Manager
- Oversee and actively participate in the planning, implementation, evaluation and wrap-up of all fundraising special events for the organization, including:
 - evaluation of each event ROI
 - implementation and maintenance of gift acknowledgment process for all event donations
 - recognition programs for event donors
 - oversee database management and integration of on-line event donors, external event donors, etc.
 - external events oversight
- Oversee the preparation, administration and monitoring of the events department budget and its fundraising goals and activities
- Work closely with the CEO, Events Director and Board of Directors to formulate and implement policies and plans to meet the organizations short and long-term objectives and advance the mission of the organization
- With the CEO and Events Director, populate and lead volunteer steering committees

MAJOR GIFTS PROGRAM

- Lead and manage the chapter's major gifts and adopt-a-wish program
- Serve as primary contact for Make-A-Wish America and other chapters in major gifts.
- Provide leadership and strategic direction to set priorities for major giving.
- Collaborate with CEO on execution strategies and overall donor management to achieve chapter's stated revenue goals.
- Manage a highly tailored portfolio of approximately 50 assigned prospective donors at various stages of cultivation cycle from identification through solicitation and stewardship
- Assign portfolio for CEO in major gifts and provide support to CEO on cultivation, solicitation and stewardship of that portfolio.

PLANNED GIVING PROGRAM

- Provide leadership and strategic direction to develop a comprehensive planned giving program
- Serve as primary contact for Make-A-Wish America

DONOR RELATIONS

- Collaborate with CEO on stewardship for individual donors.
- Build out a comprehensive donor recognition program
- Oversee and update all solicitation and acknowledgment processes, maintenance of the organization's CRM database (Raiser's Edge), and fulfillment of donor recognition, ensuring compliance with IRS guidelines and the highest ethical standards
- Establish annual stewardship and recognition events

BOARD OF DIRECTORS AND ADVISORY COUNCILS

- Assist with staffing of Development Committee and nominations for Board of Directors
- Supporting and recruiting all Advisory Councils and other committees

ADMINISTRATION

- Collaborate with Corporate fundraising team
- Work closely with Program and Marketing teams
- Complete and file prompt contact reports and build information on individual donors and prospects in the database.
- Ensure the confidentiality and security of proprietary and donor information.
- Provide positive and professional representation in the community on behalf of Make-A-Wish.
- Other duties as assigned.

DESIRED QUALIFICATIONS

- BA/BS or equivalent combination of education and work experience
- 5-7 years non-profit development experience, 3+ years staff supervisory experience.
- Budget management experience preferred

- Knowledge of Bay Area corporate philanthropy a plus
- Able to gather and interpret information for business research; commercially aware and customer-focused.
- Excellent communication, organizational and computer skills necessary/ Desktop publishing, Excel, and *Raisers Edge* experience preferred.
- Demonstrated record of customer service and relationship building experience desirable.
- Proven ability to work on multiple projects with tight timelines and limited budgets
- Must thrive in a collaborative, team-oriented environment.
- Commitment to the Make-A-Wish ® mission.

PHYSICAL REQUIREMENTS

- Must possess a valid driver's license.
- Physical ability to drive a motor vehicle
- Ability to travel to, attend, and conduct meetings.
- Ability to lift 40 lbs

TO APPLY

Send a letter of interest, a writing sample and resume to:

Director of Senior Director of Individual Giving

Apply by email only: jobs@SF.Wish.org

Office Location: Make-A-Wish Greater Bay Area

1333 Broadway, Suite 200

Oakland, CA 94612

No phone calls, please. Position is open until filled. EOE.