

**Title: Director of Annual Giving****Status: Full-time, Exempt****Reports To: Vice President of Advancement**

**Position Summary:** The Director of Annual Giving will build and implement a development strategy that engages the community/conference guests and grows revenue in alignment with YMCA Blue Ridge's mission, vision, and strategic priorities. The successful candidate will have the ability to further establish and build upon the organization's internal annual fundraising structure while also co-developing and executing the organization's fundraising strategy, and building external relationships with community leaders, funders, and philanthropists. The Director will work in collaboration with the YMCA Blue Ridge team and board of directors to strengthen the culture of philanthropy that will translate into a successful major gifts program including but not limited to corporate sponsorships, planned giving, and capital support.

**Key Responsibilities:**

- Plan and implement multi-faceted annual fundraising campaign that aligns with leadership's short and long-term goals and activities.
- Coordinate a matrix of communication and solicitation strategies involving email, direct mail, phone/mail, personal visitation and volunteer engagement, all focused on shaping a sustainable tradition of annual support.
- Engage in prospect research, donor cultivation, gift solicitation, and appropriate and timely stewardship.
- Along with Vice President of Advancement, CEO, and appropriate Board designee, serve as primary staff liaison and support to mobilize board members in expanding the organization's base of support.
- Collaborate with the Communications Coordinator to develop appropriate messaging and support materials that align with immediate and long-term organizational needs and priorities.
- Partner with appropriate staff to manage the donor database and timely receipt and acknowledgment of gifts, fulfillment of sponsorship, grants, and other donations.
- Assist in establishing fund development policies, procedures, plans, goals and budgets.
- Seek new funding sources, maintain, and build relationships with current/past donors including moving donors up the giving ladder.
- Plan, manage and implement fundraising events.
- Work collaboratively with the leadership team and department directors to identify fundraising opportunities, match them with new and existing funders, and solicit and secure gifts in accordance with the utmost respect to current and potential donors' desires to support the organization.
- Generate regular analytical reports and updates on all levels of annual giving and other special project campaigns, as directed, to inform fundraising strategies and tactics.
- Provide professional quality customer service to donors, volunteers, staff, and other community contacts. (Implement strategies to deepen relationships with guests, staff, volunteers, conference group leaders, foundations, volunteers, conference and staff alumni and Partner YMCAs.)

## Qualifications

- Skills & Proven record of fundraising success and knowledge in annual giving strategies.
- Goal-oriented with a proven ability to engage donors and prospects.
- Prior experience in working with board members to advance fundraising efforts and annual fund experience required.
- Excellent written and oral communication skills.
- Self-motivated, strong organizational skills, analytical skills, and attention to detail.
- Creativity, vision, and ability to lead others.
- Proven track record of accomplishing goals while balancing multiple priorities.
- Experience in cultivating and maintaining relationships with major donors.
- Ability to work a flexible schedule, including nights and/or weekends.
- Knowledge of or the ability to learn YMCA Blue Ridge's software programs such as Bloomerang, Constant Contact, Survey Monkey, Kinetic.
- Willingness to embrace new technologies and innovative organizational practices.

## Preferred Education/Experience/Skills:

- Bachelor's degree (B.A.) from an accredited four-year college or university.
- A minimum of 5 years in fundraising experience with proven track record of raising \$400K+ annually using multiple fundraising strategies.
- Experience developing and executing automated marketing journeys.
- High level of computer proficiency, including all standard business software.

## Compensation and Benefits:

Salary commensurate with experience. We provide comprehensive medical, vision and dental insurance, generous paid time off, 12% retirement contribution after two years of qualified YMCA service, free meals in our dining facilities whenever conference groups are being served.

## Target Dates for Search Process

September 28	Position open
October 26	Deadline for application
October 30	Telephone interviews (week of)
November 6	In-Person interviews (week of)
December 11	Ideal start date