

Development Director – Updated Job Description (2026)

Position: Development Director

Reports to: Executive Director

Status: Full-time, Salaried (Exempt)

Overview

The Development Director is responsible for cultivating, stewarding, and expanding financial support for the Pregnancy Center. This role focuses on donor relations, monthly donor growth, grant management, and communication strategies in partnership with our fractional marketing company. Event logistics are handled by a contract event coordinator, allowing the Development Director to concentrate on donor development and fundraising strategy.

Primary Responsibilities

1. Donor Development & Relationship Management

- Build and steward relationships with individual donors, churches, foundations, and businesses.
- Conduct regular donor touchpoints, including calls, handwritten notes, and in-person meetings.
- Develop and manage a donor pipeline from introduction → cultivation → giving → long-term partnership.
- Lead the Monthly Donor Program, including recruitment and retention strategies.
- Maintain donor confidence by ensuring all communication reflects the center's mission and values.

2. Fundraising Strategy & Campaign Execution

- Plan and execute annual fundraising strategies (e.g., Year-End, Spring/Summer Campaigns, Matching Gifts).
- Work with the Executive Director to set and track annual revenue goals.
- Collaborate with the fractional marketing company to:
 - Develop campaign messaging.
 - Oversee donor communications.
 - Ensure consistent branding across platforms.
 - Evaluate campaign performance using provided analytics.

3. Grants & Foundations

- Identify grant opportunities aligned with the mission.
- Write grant proposals and complete grant reports.
- Maintain a calendar of application and reporting deadlines.
- Track grant outcomes and collaborate with staff to gather program data.

4. Event Fundraising (Strategic Role Only)

Event logistics are handled by the Contract Event Coordinator. The Development Director will:

- Provide donor- and sponsorship-related content for events.
- Assist in identifying and cultivating event sponsors.
- Attend major events to steward donors.
- Ensure the mission and messaging remain central throughout each event.

5. Reporting & Data Management

- Use donor management software to track giving, campaign performance, donor retention, and pipeline movement.
- Provide monthly reports to the Executive Director and Board, including:
 - Revenue updates
 - Monthly donor numbers
 - Grant progress
 - Outreach to donors/sponsors
 - Campaign results
- Maintain accurate donor records and ensure data integrity.

6. Collaboration & Internal Alignment

- Work in partnership with:
 - The Executive Director for fundraising strategy and major donor meetings.
 - The Fractional Marketing Team for communication and promotional needs.
 - The Contract Event Coordinator on fundraising aspects of events.
 - Community Outreach Coordinator to ensure church/business engagement that complements donor cultivation.

Qualifications

- Bachelor's degree preferred or equivalent experience in fundraising, nonprofit development, or related fields.
- Prior experience with donor relations, fundraising campaigns, or philanthropy required.
- Strong interpersonal and communication skills (verbal and written).

- Highly organized, detail-oriented, and able to manage multiple projects.
 - Comfortable representing a Christian, pro-life ministry.
 - Ability to work both independently and collaboratively.
 - Familiarity with donor management software.
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Spiritual & Mission Requirements

- Agreement with the center's Statements of Faith and Principles.
- Demonstrates a genuine commitment to the sanctity of human life and the mission of the pregnancy center.
- Maintains confidentiality and professionalism at all times.