



Director of Development

Job Description – November 9, 2023

(No Grant Work; Major Gifts included)

Job Title: Director of Development

Reports To: Executive Director

Classification: Full-time, Exempt

JOB SCOPE:

The Director of Development develops, plans and implements all facets of PCW's efforts in the areas of fundraising, donor relations, donor marketing and public relations. The Development Director works with the Executive Director to establish the Annual Budget, which is approved by the Board. The Development Director is expected to meet or exceed the Income goals set forth in the Budget while managing Development-related expenses within budgetary guidelines. All activities of the Development Director must be consistent with the Catholic-centric Mission and Values of the organization, as the individual engages with PCW's donors, supporters, and volunteers, including individuals, corporations, other organizations and churches.

GENERAL DUTIES:

Fundraising:

1. Develop an Annual Fundraising Plan to reach the budgeted Income goals, which is approved by the Executive Director.
2. Develop, implement and manage all aspects of periodic donor appeal mailings (e.g., Mother's Day card, Lottery for Life, Donor Newsletters (2x/year), Christmas card) consistent with Income and Expense goals/budget.
 - a. Use applications to mock-up creative pieces for appeals
 - b. Develop and select the target mailing list for each event/appeal, using the donor database (eKYROS) with a goal to achieve Income goals in the most efficient manner possible (i.e., only mail to targeted donors based on donor history and profile)

- c. Work with third-party vendors (such as Deerfield Printing) to finalize creative pieces and implement through the printing process
 - d. Coordinate with the Office Coordinator and/or volunteers to finalize mail prep activities, such as folding, stuffing, and sealing
 - e. Arrange delivery of the mailing pieces to the 3rd party mailing house
 - f. Utilize e-mail marketing and social media outlets (Facebook, Twitter, LinkedIn, YouTube) to support, enhance and expand the appeal's impact
3. Develop, implement and manage all aspects of fundraising events (e.g., Spring Luncheon, Annual Banquet; Online Giving Day, Golf Classic) consistent with Income and Expense goals/budget.
- a. Use applications to mock-up creative pieces for event invitations
 - b. Establish sponsorship levels for events (when applicable) and manage all aspects of securing sponsorships from targeted donors and businesses/organizations
 - c. Develop and select the target mailing list for each event invitation, using the donor database (eKYROS) with a goal to achieve Income goals in the most efficient manner possible (i.e., only mail to targeted donors based on donor history and profile)
 - i. Promote events via local Church bulletin announcements created and distributed appropriately
 - d. Work with third-party vendors (such as Deerfield Printing) to finalize creative pieces and implement through the printing process
 - e. Coordinate with the Office Coordinator and/or volunteers to finalize mail prep activities, such as folding, stuffing, and sealing
 - f. Arrange delivery of the event invitations to the 3rd party mailing house and manage all aspects appropriately
 - g. Utilize e-mail marketing and social media outlets (Facebook, Twitter, LinkedIn, YouTube) to support, enhance and expand the event's impact
 - h. Coordinate and manage all aspects of supplemental fundraising activities within events, such as drawings, raffles and games of chance
 - i. Secure in-kind donations from individuals, businesses and other organizations via appeals made by mail, e-mail, and phone calls
 - i. Implement the inclusion of Events via the PCW website and promote via e-mail marketing efforts
 - j. Manage and coordinate all event details, including site selection and management, video scripting, content development and production (if applicable), A/V coordination and vendor management (if applicable), guest seating assignments, guest management on-site during event, volunteer and staff role assignments and management

- k. For the Online Giving Day event develop, implement and manage all details of the event
 - l. For all events, collaborate with other staff members (ED, Bookkeeper, Office Coordinator), as appropriate and necessary
 - m. Lead the effort to track, review and learn any lessons to be utilized to enhance future events
4. Collaborating with other staff members, as applicable, Implement and manage all aspects of the Baby Bottle campaigns in local Churches in coordination with other PCW staff, church staff and volunteers
 - a. Schedule parish-specific Baby Bottle campaigns working with church staff and volunteers
 - b. Arrange baby bottle distribution and collection
 - c. Provide marketing/promotional support to enhance the impact of the Baby Bottle campaigns, via church bulletin announcements, church visits, e-mail marketing and any/all appropriate means
 5. Manage and implement all appropriate initiatives associated with PCW's fundraising partners, such as Kroger Plus Card, Charity Mobile, Smile.Amazon, Jet.com, RoundUp App, Giving Assistant and any/all appropriate vendors identified
 6. Partner with the Executive Director in the successful attainment of Major Gift goals through the provision of donor information, top donor analysis, content creation, calls to/visits with major donors and other duties as deemed applicable
 7. Oversee the efforts of the Grant Officer in pursuing grant-based funding
 8. Develop, implement and manage any other fundraising initiatives as assigned by the Executive Director and/or Board, as deemed appropriate and necessary

DONOR RELATIONS:

1. Manage all aspects of donations from appeals, mailings, events, special events, baby bottle campaigns, memorial gifts and any/all sources of donor-provided Income
 - a. Process all incoming donations and hand-off original checks/cash/online donation receipts to PCW's bookkeeper for entry and deposit
 - b. Enter and manage all gifts in the Donor database (eKYROS)
 - c. Provide thank you receipt letters to donors in a timely manner (weekly or more often as preferred)
 - d. Implement acknowledgements, as appropriate, for special appeals (e.g., Mother's Day cards), memorial gifts, and similar situation where a donation acknowledgement is requested by the donor or otherwise appropriate
2. Implement the IRS-required Year-end Donation Summary to all applicable donors
 - a. Develop, create and implement (through printing) an Annual Report to provide to top donors with the Year-end Summary

- i. Gather all appropriate Operational statistics (Program-specific, Financials, etc.)
3. Manage all donor inquiries and address any issues, concerns or information needs to ensure a positive image of PCW and enhance donors' likelihood to continue and/or increase future support
4. Ensure the appropriate management of all donor records and implement appropriate measures to ensure the confidential handling of all donor records and information

MARKETING & PUBLIC RELATIONS:

1. Develop and implement a Marketing & Public Relations plan to increase awareness and support of PCW
2. Manage all aspects of PCW's marketing and advertising efforts targeted to current and prospective donors and volunteers
 - a. Manage content creation and implementation of annual campaign on Sacred Heart Radio
 - b. Evaluate the effectiveness of the campaign and provide recommendations to enhance, change or cancel such marketing/advertising efforts
 - c. Create and/or enhance printed donor/supporter brochures
3. Develop and implement/distribute Press Releases as appropriate pertaining to key fundraising events, PCW initiatives/news or other content as deemed appropriate by the Executive Director
4. Seek opportunities for PCW's Executive Director (or other appropriate staff, etc.) to be featured on local Catholic radio shows (Sacred Heart Radio)
5. Manage all aspects of connection between PCW and the general public via the PCW website and applicable social media platforms (e.g., Facebook, Twitter, LinkedIn, YouTube, Instagram)
 - a. Manage the relationship with the website platform provider/vendor
 - b. Implement all necessary website edits and updates
 - c. Create and implement content for the website and all appropriate social media outlets

OTHER RESPONSIBILITIES:

1. Work cooperatively with the Executive Director, Board and all PCW staff and volunteers in the successful implementation of all duties consistent with Catholic values
2. Represent PCW professionally and appropriately in all encounters with clients, donors, volunteers, supporters, church contacts, clergy, vendors and the general public
3. Review, analyze and monitor all duties and responsibilities to improve, enhance, modify or terminate initiatives as deemed appropriate in keeping with the Development Director's Income and Expense management goals
4. Accept and implement other duties as assigned by the Executive Director
5. Provide Development Updates for the purposes of supporting the Executive Director at Board meetings

6. Support Board management and development goals as assigned by the Executive Director
7. Support the Board's efforts pertaining to strategic planning, goal setting, budgeting and other duties as assigned