

POSITION: DIRECTOR OF MAJOR GIFTS (I/II/III)

PAY GRADE: LEVEL 6-8

SUMMARY: This position is designed to oversee fundraising tasks of YWCA Richmond. The Director of Major Gifts and Events is dedicated to advancing the mission of YWCA Richmond to empower women and eliminate racism forward and reports to the CEO. They work with the Director of Equity and External Affairs and Director of Grants and Corporate Relations to contribute to the full organizational vision, in addition to driving fundraising strategy. This role works toward furthering a culture that advances equity within the advancement team and across the organization. This person is committed to using equity as a process and an outcome of our work. The ideal candidate will establish and execute forward-thinking fundraising and strategic programs that optimally grow all advancement campaigns, legacy gifts, and planned giving.

ESSENTIAL FUNCTIONS

- Demonstrates the ability to engage and lead in an organization committed to empowering women & eliminating racism.
- Leverages YWCA Richmond's unique assets and mission to build upon and go beyond traditional fundraising models and embraces new approaches to partnership and engagement that will expand advancement opportunities.
- Directs and manages a portfolio of 50+ major gift investors annually. Collaborates with Sr. Leadership and the Advancement team on relationship management.
- Responsible for managing a separate portfolio of individual prospects, developing prospects, expanding the portfolio, and tracking prospect cycles.
- Oversees multiple events designed to cultivate and steward investors. Works with external vendors and internal staff to produce and execute events, including delivering attendance goals by developing sales, marketing and public relations strategies.
- Builds a robust affinity group associated with leadership development, focused on our mission to empower women and eliminate racism, delivering creative content and connection.
- Is driven to demonstrate success in implementing diversity, equity, and inclusion strategies.
- Provides leadership, coaching and supervision in developing and executing fundraising strategies tied to annual fundraising plans, special projects, and campaigns.
- Ensures the necessary systems, structures, and processes are in place that align with YW's strategic plan and to forecast, track and report progress towards fundraising goals.
- Provide strategic collaboration and supports to YWCA Richmond's volunteer, foundation, and corporate fundraising team members.
- Oversees, evaluates, and collaborates with advancement, equity & community outreach, and prevention teams to design, promote, and execute investor events.
- Partners with Director of Grants and Corporate Relations to prospect, plan, & build new opportunities for sustainable funding, including endowments.
- Partners with Director of Equity & External Relations and Director of Grants and Corporate Relations to build cross-functional relationships with programs team.
- Use data analytics to forecast, prospect, and expand donor engagement.
- Responsible for growing and sustaining \$3M - \$6M+ annually.
- Cultivates and maintains strong relationships with staff and partners.

QUALIFICATIONS

Education:

- Bachelor's degree required or equivalent experience in nonprofit fundraising
- Master's degree preferred.

Experience:

- Minimum of 5-10 years managing major gifts, donor stewardship, affinity or alumni groups, major fundraising events and stewardship
- Track record of collaborative leadership to manage a team, with experience serving as a mentor, motivator, and coach to develop staff.

Skills/Requirements:

- Energetic with a strong display of leadership and problem-solving skills
- Strong analytical and people skills
- Proven track record in moving investors from 1st time giver to multi-year investors and closing \$5,000+ gifts from private philanthropy.
- Thorough understanding of practices, theories, and policies involved in business and finance.
- Demonstrated success leading a team, managing a six-figure portfolio of individual, corporate, and/or foundations, and managing relationships with these investors.
- Knowledge of the media and its use in gaining exposure for YWCA events and programs.
- Very detail-oriented, demonstrate independent judgement, strong organizational and discretionary communication skills, and be able to productively support multiple priorities and needs.
- Strong relationship builder and communicator with ability to promote and communicate organization's philosophy, mission, and values to external and internal stakeholders, including staff and Board of Directors.
- Experience tracking and pulling reports from Raiser's Edge a plus.
- Effective oral and written communication skills, including content creation, copyediting, proofreading.
- Successful completion of criminal/CPS background checks and illegal drug test.
- Excellent problem-solving skills designed to meet the challenges of the YWCA Richmond.
- Thrives on fast-paced environment and embraces YWCA Richmond's core values: Respect, Integrity, Innovation, Collaboration.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. The incumbent is expected to perform other duties necessary for the effective operation of the department.

Staff demonstrates their understanding of the critical role volunteers play in helping YWCA achieve our mission by providing volunteers the resources and training needed to be successful, offering meaningful experiences, treating them with respect, and clearly communicating needs and impact of their contribution to the work of the organization.

As Of: 02/01/2023