

<b>Job Title:</b> Director of Major Gifts & Data Systems			
<b>Work Location:</b> 6 N. 5 <sup>th</sup> Street Richmond, VA 23219			
<b>Department:</b> Advancement			
<b>Reports To:</b> CRO			
<b>Work Environment:</b> Traditional Office Environment			
<b>Physical Demands:</b> Work is performed in an office environment and requires the ability to operate standard office equipment and keyboards.			
<b>Pay Grade:</b> 6			
<b>Work Hours</b>	<b>Classification</b>	<b>Staff Supervision</b>	<b>Travel Required</b>
<input checked="" type="checkbox"/> Full Time	<input checked="" type="checkbox"/> Exempt	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes %
<input type="checkbox"/> Part Time	<input type="checkbox"/> Non-Exempt	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> No

**Position Summary:**

The Director of Major Gifts & Data Systems is a senior advancement leader and a key member of the fund development team, reporting directly to the Chief Relations Officer. This position is responsible for designing and executing YWCA Richmond’s major gifts strategy while overseeing the systems, data, and analytics that drive effective, ethical, and equity-centered fundraising. This role advances the mission of YWCA Richmond, to empower women and eliminate racism, by cultivating meaningful, long-term relationships with individual investors and by ensuring YWCA Richmond’s fundraising decisions are grounded in accurate, actionable data.

The Director manages a 125+ portfolio of major donors and prospects, partners closely with the Director of Major Gifts & Advancement Events function, and leads donor data systems, reporting, and Annual Fund performance management across the Advancement Team. This role contributes to organizational sustainability by strengthening donor pipelines, improving retention and upgrade strategies, and building systems that support transparency, accountability, and long-term growth.

The ideal candidate is both a relationship-driven fundraiser and a systems-oriented leader who is comfortable managing complex donor portfolios while also designing, maintaining, and leveraging data systems to inform strategy, forecasting, and decision-making to meet agency goals.

**Role & Responsibilities:**

**Organizational Leadership & Equity**

- Lead advancement work grounded in YWCA Richmond’s commitment to equity as both a process and an outcome.
- Integrate equity-centered fundraising practices into donor engagement, prospecting, data use, and stewardship systems.

- Ensure fundraising data, analytics, and decision-making practices are ethical, transparent, and aligned with donor-centered values.

### **Major Gifts Strategy & Prospect Development**

- Design and execute a comprehensive major gifts strategy supporting \$5M–\$8M+ annually across individual, corporate, and foundation giving.
- Manage a portfolio of 125+ major gift donors and oversee an expanded pipeline of 50+ new prospects.
- Build and manage a robust moves management system, including qualification, cultivation, solicitation, and stewardship strategies.
- Develop individualized donor engagement plans aligned with donor interests, values, and long-term investment potential.
- Move donors from first-time or mid-level giving to multi-year, leadership, and legacy-level investments; close gifts of \$2,500+ and beyond.
- Partner with the executive and senior leadership on high-level donor strategy and solicitations.

### **Revenue Forecasting & Performance Management**

- Establish realistic revenue projections, multi-year forecasts, and performance benchmarks for major gifts and related revenue streams.
- Monitor pipeline health, donor retention, upgrades, and acquisition using data-driven analysis.
- Provide regular, actionable reports to the CRO, senior leadership, and Board of Directors on fundraising progress and trends.
- Use analytics to identify risks, opportunities, and strategic adjustments needed to meet revenue goals.

### **Data Systems & Advancement Operations**

- Provide strategic leadership for Advancement data systems, including Blackbaud/Raiser's Edge or comparable donor databases.
- Ensure data integrity, consistency, and compliance across donor records, pledges, acknowledgments, and reporting.
- Oversee donor segmentation, coding, dashboards, and reporting structures to support fundraising strategy and equity goals.
- Partner with the Grants and Data function to align donor data, grant tracking, and institutional reporting.
- Develop and document policies, procedures, and best practices for data entry, reporting, and system use.
- Lead continuous improvement of Advancement systems to increase efficiency, accuracy, and usability.

### **Grants Alignment & Cross-Functional Collaboration**

- Collaborate with the grants team to align major gifts, foundation relationships, and institutional funding strategies.
- Support funder stewardship and reporting through accurate data, outcomes tracking, and narrative alignment.
- Partner with program leadership to translate impact data into compelling donor communications and strategies.
- Work closely with Finance and Operations to ensure reconciliation, compliance, and alignment with budgets and audits.

### **Board Engagement & Governance Support**

- Serve as a key staff partner to the Board of Directors on major gifts strategy, pipeline health, and fundraising performance.
- Prepare data-informed materials to support Board fundraising roles and decision-making.
- Support the CEO in setting expectations for Board giving and participation consistent with organizational policy and values.

### **Team Leadership & Capacity Building**

- Supervise and support advancement staff responsible for data, reporting, and donor coordination functions.
- Build team capacity through training, clear expectations, and shared accountability for data quality and fundraising outcomes.
- Foster a collaborative, learning-oriented advancement culture that values both relationships and results.

## **QUALIFICATIONS**

### **Education**

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

### **Experience**

- 5–10+ years of experience in major gifts fundraising, donor stewardship, and advancement operations.
- Demonstrated success managing six-figure donor portfolios and closing \$5,000+ gifts.
- Significant experience with donor databases, CRM systems, and fundraising analytics.
- Proven ability to translate data into strategy, forecasting, and action.

### **Skills & Requirements**

- Strong relationship-building, analytical, and strategic thinking skills.
- Excellent written and verbal communication, including reporting and presentation to senior leaders and boards.
- High attention to detail with the ability to manage multiple priorities.
- Knowledge of ethical fundraising standards, data privacy, and nonprofit best practices.
- Commitment to YWCA Richmond's values: Respect, Integrity, Innovation, and Collaboration.

*YWCA Richmond staff demonstrate their understanding of the critical role volunteers play in achieving the mission by providing meaningful engagement, training, and respect, while clearly communicating the impact of volunteer contributions.*

*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.*

*The YWCA Richmond provides equal employment opportunity to all individuals regardless of their race, color, creed, religion, gender, age, sexual orientation, national origin, disability, veteran status, or any other characteristic protected by state, federal, or local law.*

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Employee Name Printed

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Employee Signature

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Date

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Manager Signature

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Date