



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Job Title: Director, Resource Development / Fundraising

FLSA Status: Exempt

Job Grade: N/A

Reports to: Vice President Resource Development

Revision Date: November, 2023

Leadership Level: Director

Primary Function / Department: Resource Development

WHERE WORK IS PLAY:

The Y knows that bringing about positive change starts with bringing the right people to the table. By being part of the Y family, you help to move people and communities forward, delivering the benefits of good health, strong connections, greater self-confidence and a sense of security to all who seek it.

POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening community through youth development, healthy living and social responsibility.

The Resource Development Director will create, develop, and implement fundraising strategies and tactics to engage, excite, educate, and influence YMCA of the Fox Cities members, board members, and key stake holders about the mission and impact of the Y.

The Director will support building a culture of excited, engaged members and raise awareness of programs that benefit the greater community by fostering new and existing relationships.

The Director engages direct report employees and inspires all employees to live out the Y mission and vision.

The position is responsible for obtaining impactful financial gifts from both large and small community groups and organizations.

ESSENTIAL FUNCTIONS:

1. The Director oversees the YMCA of the Fox Cities Annual Campaign and special fund-raising events and has responsibility for related daily operations such as pledge entry, invoicing, mailings, budget, and association fundraising support. As it relates to the Annual Campaign, the Director shall:
 - Collaborate with leadership and the CEO around financial goals and budgets.
 - Identify and help recruit Annual Campaign Ambassador volunteers and Resource Development Committee members.
 - Develop and lead the process of the Annual Campaign timeline, including development of materials and presentation to prepare volunteers for outreach visits and leading campaign volunteer meetings and activities.
 - Implement resource development and management best practices, particularly around the Annual Campaign as well as fostering donor relationships and managing and retaining connections with key stakeholders.
2. Recruits, hires, trains, supervises and reviews assigned resource development staff. Analyzes performance gaps and creates plans to develop the abilities of others to perform and contribute to the organization.
3. Support and collaborate with branch leadership to engage active participation in fundraising, providing service and support to maximize fundraising impact.

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4. Utilize data to provide progress reports, analyze donor trend information, identify gaps and opportunities for revenue growth, and develop work plan for maximizing giving potential. Data driven decision making is essential to maximizing giving potential and making informed decisions.
5. Develop and implement strategies and accurate tracking mechanisms and communication regarding annual giving, special events, and ear-found relationship-building activities.
6. Collaborate with the CEO, leadership, and assigned staff to develop, set, and achieve realistic financial goals.
7. Manage account data to ensure data is accurately entered, updated, analyzed, and reported.
8. Develop accurate and effective oral and written communications for presentations and cultivation of donors; as well as participating as a spokesperson for the YMCA upon request.
9. Performs other duties as assigned.
10. Follows all policies and procedures as set forth in the YMCA of Fox Cities Employee Handbook and exemplifies the YMCA values of CARING, HONESTY, RESPECT and RESPONSIBILITY in all aspects of job performance and in relationships with others.

YMCA COMPETENCIES (Team Leader):

Relationship Building: Demonstrated ability to relate effectively to diverse groups of people from all social and economic segments of the community. Forges healthy relationships that promote open and honest dialogue. Initiates the development of relationships that promote partnering and collaborations among departments and centers within the YMCA.

Mission Advancement: Incorporates the Y's mission and values into the organization's vision and strategies. Ensures community engagement; promotes the global nature of the Y. Leads a culture of volunteerism ensuring engagement, inclusion, and ownership. Effectively communicates the benefits and impact of the YMCA's efforts for all stakeholders.

Collaboration: Builds and nurtures strategic relationships to enhance support for the YMCA. Serves as a community leader building collaborations based on trust and credibility to advance YMCA mission and goals. Communicates for influence to attain buy-in and support of goals. Provides tools and resources for the development of others.

Operational Effectiveness: Possesses penetrating insight and strong strategic and critical thinking skills. Invests resources in well-designed innovation initiatives. Creates a structure to deliver organization-wide results to achieve objectives. Integrates multiple thinking processes to make decisions. Ensures execution of plans. Institutes sound accounting procedures, investment policies and financial controls. Assigns clear accountability and ensures continuous improvement.

Personal Growth: Creates a learning organization. Effectively drives change by leveraging resources and creating alignment to expand organizational opportunities. Shares authority and demonstrates courage and humility. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

QUALIFICATIONS:

1. Bachelor's degree in human resources, business, accounting, marketing, finance, or related field and /or progressive experience in fund raising or philanthropy will be helpful to the successful candidate.
2. The ideal candidate should be comfortable with organizing and delivering one on one meetings, group presentations, developing volunteer opportunities, and other activities that raise awareness and foster financial opportunities for the YMCA.
3. Experience with community outreach and a passion for fundraising, the Y mission, gaining and fostering new relationships, and the ability to serve others is essential.
4. Knowledge of computer systems and project management. Proficient in Microsoft Excel, Outlook, Word, PowerPoint and computerized accounting software systems.

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5. Excellent customer service skills to lead team members by example and communicate with the association in a manner that is consistent with the Y mission.
6. A passion for serving others and the YMCA's mission is essential.

WORK ENVIRONMENT & PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device. The employee frequently is required to sit and reach and must be able to move around the work environment.
2. The employee must be able to perform general office administrative activities: copying, filing, using a computer and telephone.
3. The employee is required to travel to and from multiple locations.
4. The employee must be able to lift 40 pounds occasionally.
5. While performing the duties of this job, the employee is required to bend, stoop, kneel, stretch, stand, and walk for extended periods of time.

REQUIRED TRAINING/CERTIFICATIONS:

As a part of YMCA compliance and requirements for the safety of all employees and members as well as the security of facilities, the YMCA will require ongoing standard training and education of all team members.