



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Financial Development Director

Location: LAKE NORMAN YMCA
Address: 21300 Davidson St.
City: Cornelius

Salary Range:
\$15.89-\$19.86

Please apply directly on our website: <https://tinyurl.com/ya9llx3r>
or go to www.ymcacharlotte.org/careers to see all of our current openings.**

Description

Under the direction of the Regional Financial Development Director and consistent with the Christian mission of the YMCA, the Financial Development Director's primary responsibility is the solicitation of financial gifts from high level donors. This is done through the leading of community-wide fundraising initiatives including, but not limited to, activating major gifts solicitations and corporate gifts (\$1,000+), annual campaigns, planned giving, special events and capital campaigns. He/she identifies and manages relationships with high level donors/prospects, corporations, foundations, and government agencies who have the capacity to provide financial support, and connects the interests or mission of the YMCA to these funding sources. The role works closely with the Executive Director, the Board of Managers, branch staff and key stakeholders in all development and fund raising endeavors.

ESSENTIAL FUNCTIONS:

- Responsible for a combined \$340,000 in contributed income for the Lake Norman YMCA, with expectations for significant annual growth in both fund-raising totals and number of donors.
- Develop and implement a cause-driven, results-oriented case that aligns with association priorities, and effectively communicate the case to all members, donors and prospects.
- Develop an Annual Campaign Action Plan, and work directly through Branch Exec and Senior Leadership Team to implement at the branch.
- Coordinate campaign efforts across all Region II YMCA branches, ensuring collaboration and efficiencies where possible.
- Maintain relationships with Lake Norman Branch Board members, identifying opportunities to engage their talents and relationships in the campaign.
- Work with the Exec ad Branch Board Chair to identify and recruit annual campaign leadership and high level volunteers for special event and major gift solicitation teams. Create job descriptions to set expectations and hold volunteers accountable.
- Responsible for leading development board committees and volunteer structures that assist in fund-raising and cultivation. Set meetings, create agendas, and provide timely communication of action steps.
- Direct the fund-raising activities of volunteers to assure the most effective methods of soliciting and receiving large gifts.
- Fully responsible for the creation and facilitation of campaign trainings and producing realistic action plans for staff and volunteers.
- Manage campaign data base in Raiser's Edge and produce donor reports as needed.
- Research and identify prospect history for donors, compile data for face-to-face fundraising efforts and track results.
- Responsible for confidential and sensitive donor and prospect information (income levels, giving histories, net worth, etc.), ensuring all information is stored securely and shared appropriately.
- Responsible for developing retention and growth strategies to increase annual campaign donors and sponsors.
- Schedule fundraising and cultivation meetings and make face-to-face asks.
- Responsible for reconciling the collection of all campaign pledges and achieving budgeted annual contribution revenues.
- Develop and implement a comprehensive donor acknowledgement and cultivation calendar, ensuring all donors are thanked multiple times annually, in meaningful ways.



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- Assist in the development of all marketing campaign materials to be used in the annual campaign in concert with the YMCA of Greater Charlotte Association office.
- Work collaboratively with the Region II Financial Development team to secure sponsorship support for Taste of the Lake and Lake Norman Triathlon. Work with Region II Financial Development team on select events including Martin Luther King Prayer Breakfast, Golf Tournaments and Races.
- Organize branch campaign kick offs, celebrations, donor stewardship / cultivation events, etc.
- Responsible for gross revenues, expense management, and net proceeds for the Lake Norman Triathlon to meet sponsorship benefits and ensure a quality day-of experience.
- Participate in Association and / or branch task teams as assigned.
- Assist with branch board development efforts, identifying, cultivating and submitting board candidates.
- Serve as Manager-On-Duty (MOD) at the branch when assigned.
- Assist Executive Director with branch operational duties as necessary.

YMCA LEADERSHIP COMPETENCIES:

Mission Advancement: Accepts and demonstrates the Y's values. Demonstrates a desire to serve others and fulfill community needs. Recruits volunteers and builds effective, supportive working relationships with them. Supports fund-raising.

Collaboration: Works effectively with people of different backgrounds, abilities, opinions, and perceptions. Builds rapport and relates well to others. Seeks first to understand the other person's point of view, and remains calm in challenging situations. Listens for understanding and meaning; speaks and writes effectively. Takes initiative to assist in developing others.

Operational Effectiveness: Makes sound judgments, and transfers learning from one situation to another. Embraces new approaches and discovers ideas to create a better member experience.

Establishes goals, clarifies tasks, plans work and actively participates in meetings. Follows budgeting policies and procedures, and reports all financial irregularities immediately. Strives to meet or exceed goals and deliver a high-value experience for members.

Personal Growth: Pursues self-development that enhances job performance. Demonstrates an openness to change, and seeks opportunities in the change process. Accurately assesses personal feelings, strengths and limitations and how they impact relationships. 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.

Minimum Requirements

- Four-year degree in a related field or equivalent years of experience
- 3 – 5 years experience in fundraising, special events, and the management/recruitment of volunteers
- Experience in grant writing and reporting
- Demonstrates confidence in face-to-face solicitation
- Self starter with drive, motivation and proven history of reaching/exceeding fundraising goals.
- Excellent interpersonal skills to develop fruitful, sustainable relationships with members, volunteers, and staff
- Strong written and oral communication skills
- Possess excellent leadership and organizational skills; capable of developing and executing fundraising strategies
- Professional presence with key stakeholders and possess the ability to influence without authority
- Must be able to manage multiple priorities and project initiatives at the same time
- Works well under pressure and possess effective time management skills
- Strong computer skills in all Microsoft applications (Word, Excel, PowerPoint, Outlook email)
- Working knowledge with Raiser's Edge database or comparable financial development software or database management tool (preferred)
- Exercise sound judgment with the handling and managing of confidential information



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WORKING CONDITIONS:

1. Ability to work a 40-hour week with irregular work hours when necessary.
2. Ability to walk, stand, and sit (including on the floor) for long periods of time.
3. Exposure to communicable diseases and bodily fluids.
4. Must be able to lift and/or assist children up to 50 pounds in weight.
5. Must be able to lift and carry food and supplies weighing up to 20 pounds.
6. Ability to stand or sit while maintaining alertness for several hours at a time.
7. Position may require bending, leaning, kneeling, and walking.
8. Ability to speak concisely and effectively communicate.
9. Visual and auditory ability to respond to critical situations and physical ability to act swiftly in an emergency.