**Boys & Girls Clubs of Greater Gaston**

**POSITION DESCRIPTION**

**Title:** Director of Resource Development

**Supervisor:** Executive Vice President

**Origination Date:** 7/1/2017  **FLSA:** Exempt

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PRIMARY FUNCTION:

To create and implement an effective resource development plan to meet the organization’s financial operating and capital needs. To secure diverse financial resources on an annual basis through the use of grant proposals, verbal and written solicitations, the annual campaign, planning of special events, and public relations. To cultivate and steward our investors. To implement marketing strategies that promote and make the organization visible to the community and to our investors including managing the website, all social media content, and all publications that promote the organization, special events, special programs, and Club activities. Guide and inform CEO, EVP, and Board of Directors on new and effective RD strategies to strengthen the organization.

***Resource Development***

* With the assistance of the CEO, EVP, and Board of Directors, develop and execute an annual resource development strategy involving the leadership team and the Board of Directors to secure annual resources for the BGCGG to satisfy operating and capital budget funding needs. This will include an annual campaign, special events, major gifts strategy, monthly giving strategy, mail appeals, planned giving, and any other effective solicitation strategies.
* Implement, evaluate, and refine the annual campaign (SP3) to acquire, retain, and upgrade annual donors through direct mail, face-to-face, and event based solicitation. Cultivate and steward donors and prospects.
* Create solicitation and marketing materials intended for investors and supporters; coordinate and manage all mailings; track responses in donor database and follow-up and/or acknowledge all donations appropriately and timely.
* Actively research and outreach to potential investors and supporters (individuals, corporations, and foundations); cultivate and maintain relationships.
* Prepare and present for approval proposals/grants for individual, corporate, foundation, government, or other agencies support of the Club.
* Assists in the planning of logistics for DFFS, including obtaining sponsorships and solicitation of gifts and preparing related printed materials and publications.
* Lead the creation and implementation of all new special events.
* Implement, evaluate, and refine a comprehensive stewardship plan.
* Ensure the evaluation of development activities and identify opportunities to improve results.
* Be the staff liaison for the Resource Development Committee.

# *Resource Management*

* Manage information on donor contributions, tracking, recognition, etc. using *Donor Perfect* donorsoftware and provide various reports as requested by the CPO, EVP and Board of Directors.
* Insure that contributions are recognized in compliance with the stewardship plan.
* Manage record keeping for endowment, major gift and planned giving donors, assuring effective administrative and operational support functions are in place.
* Develop/strengthen relationships with vendors (i.e. printers, sign-shops, etc.) to secure in-kind donations.

***Marketing***

* Create and implement an effective marketing strategy to increase brand awareness and visibility of the organization.
* Maintain the Club’s website, ensuring that it is up-to-date and that all information is current and accurate.
* Create quarterly newsletters.
* Increase visibility of Club activities and maintain good public relations.
* Lead the coordination of all agency presentations for fairs, special events, United Way, BGCA, etc.
* Promote the daily programs, activities and special program events of the Club, striving to obtain local media coverage at a minimal of quarterly frequency.
* Support positive interaction between program administration, maintaining open communications in order to understand and disseminate knowledge and awareness of upcoming programs and activities.
* As deemed necessary, serve on various agency or community committees as a representative of the Club.
* As required, represent the Club as a speaker or for informational purposes at various community events.
* Maintain all other forms of social media and keep activity current and frequent.
* Ensure design and development of public relations documents for use in the promotion of fundraising and education of the public, including press releases.
* Ensure the development and distribution of marketing documents.

# *Strategic Plan*

* Contribute to the planning and implementation of the current agency strategic plan regarding activities relating to donor solicitations and other Club resource development efforts.
* Research and identify individual prospects for endowment, major gifts and planned giving solicitations. Prepare background reports on donor giving and develop proposals for donor consideration.
* Contribute to the evaluation of overall results of fundraising campaigns and recommend modifications or new approaches to support successful achievement of development goals.
* As designated, represent staff at various committee meetings, community events, task forces, etc.

***Operations***

* Create an annual calendar for grants submitted, approved, and report deadline dates.
* Execute all required grant reports to BGCA, grantors, foundations, etc.
* Attend weekly Unit Director meeting to gain knowledge of all activities happening within the Clubs.
* Periodically attend club sites and functions to take pictures and write stories about club activities.
* Maintain a working relationship with the Director of Operations to be stay current with Club activities.

**Knowledge/Skills Required**

* 5+ years of resource development experience in areas of donor relations, major gift solicitations, planned giving, capital & major gift campaigns, fundraising events, and grant writing.
* Successful experience raising funds for a similar organization.
* Experience with the principles and practices of non-profit organizations. Youth development services preferred.
* Passion and understanding for the Boys & Girls Club mission and programs.
* Public relations and marketing expertise. Experience with the creation of digital and print marketing material.
* Ability to establish and maintain positive and effective working relationships with Club staff, donors, board members, volunteers, community groups, and others related to the organization.
* Experience with donor database management.
* Must be comfortable performing multi-faceted projects in conjunction with day-to-day activities.
* Must have a strong work ethic, a positive attitude, and the ability to be flexible.
* Strong organization and time management skills as well as the ability to set priorities.
* Bachelor’s Degree from an accredited college or university.
* Professional designation as a CFRE, Certified Fund Raising Executive, a plus.

**Relationships**

*Internal:*  Maintain oral and written contact with CPO, EVP, Board of Directors, program management staff, and volunteers to exchange information in order to coordinate activities, develop marketing, and to develop consensus on direction and methods for resource development.

*External:* Coordinate with the CPO, EVP and Board of Directors to maintain oral and written contact with community and corporate leaders, prospective donors and local residents to seek financial support and provide information regarding Club activities and needs. Maintain oral and written contact with other donors, prospects and others for the purpose of exchanging information, ideas and fundraising.