

YMCA OF GREATER CHARLOTTE POSITION DESCRIPTION

Position Title: Y Community Financial
Development Director

Position Code: Exempt

Incumbent:

Branch: LN, LC, LO, Sally,UC

Reports To: Sr. Y Community Financial
Development Director

Department: Financial
Development

Date: August 2014

Grade: 505 Metro 0814

General Function

Under the direction of the Senior Y Community Financial Development Director and consistent with the Christian mission of the YMCA, the Y Community Financial Development Director is responsible for the development, coordination and expansion of the North Y Community Annual Campaigns and provides direct leadership for all fundraising efforts for the North Y Community YMCA's including the Annual Campaign (and accompanying events). Additionally this position provides direct leadership to the North Y Community branch Financial Development Directors and Administrators.

Know How

- Four year college degree or equivalent experience
- Five years of professional experience in administration, management, volunteer development and fundraising
- Previous successful supervisory experience and possess excellent leadership skills
- Highly organized demonstrating sound judgment, initiative and independent thinking
- Demonstrated skills in developing and facilitating fundraising training programs for staff and volunteers
- Demonstrated skills in developing organizational procedures, specific to Annual Campaign initiatives
- Excellent written, oral and presentation skills
- Demonstrated skills to establish and maintain harmonious relationships with members, staff, volunteers and community leaders
- Ability to work with diverse populations within multiple branches and communities
- Proven success in budget management
- Strong computer skills in all Microsoft applications. Experience with Raiser's Edge preferred or financial development software and database management
- Ability to manage confidential information and materials

PHYSICAL REQUIREMENTS

Walking Sitting Climbing Stooping Crouching
 Lifting, Carrying, Pushing, Pulling (25 lbs) Kneeling

PRINCIPLE ACTIVITIES

This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.

Fundraising

- Provide support to the Sr. YCommunity Financial Development Director, Branch Financial Development Directors and Executive Directors on all Annual Campaign Support initiatives and Capital efforts.
- Provide leadership and training to the YCommunity Financial Development Director, branch staff and volunteer fundraisers for Annual Campaign divisions
- Plans and develops the campaign structure and organization for the North Y Community

- Strategize, motivate and lead staff and volunteer teams in developing and implementing Annual Campaign initiatives to meet assigned goals and to support the structure and overall organization of the campaign
- Provide leadership to the development of the Y Community branches campaign case and campaign materials in concert with our Metro FD and Marketing offices
- Participate in Association and/or North Y Community task teams as assigned
- Produce reports that will help the Sr. Financial Development Director manage the Campaigns reports and stories which includes tracking division progress, collections, and success stories
- Develop strong relationships with Financial Development Staff and branch Staff Leaders to gain understanding of Programs within assigned branches in order to serve their fundraising needs and inspire their dedication to the branch fundraising efforts
- Support the Financial Development Committee in concert with the branch Executive Director and Financial Development Director
- Manage the prospecting, cultivation and solicitation of Annual Support donors and special event sponsors for the North Y community branches
- Lead the research and develop proposals for various grants, foundation gifts, government funds and corporate gifts on an annual basis to help fund our Annual Campaign Support programs while adhering to Association grant reporting policy.
- Create innovative strategies in order to develop new opportunities to prospect, cultivate, solicit and recognize volunteers, donors and sponsors.
- Partner with the Y Community Branches Special Events Planning and Marketing Teams to assure appropriate sponsorship recognition and relationship management.
- Supervise FD Admin. Staff to assure the proper processing, tracking, financial reconciliation, acknowledgement, recognition and collections of Annual Campaign pledges and special event sponsorship commitments to assure communications and collections are sent out in a timely manner.
- Ensure positive experience by Donors who need assistance with service related to their gift, pledge or Association recognition
- Develop and maintain expertise in Raiser's Edge fundraising software application and utilize expertise to support Financial Development branch and Association Staff
- Assist the Sr. Financial Development Director with additional duties as necessary
- As an exempt staff member, he/she must clearly understand and consistently disseminate association and branch policies and procedures.

Leadership Team Participation

- Manager on Duty coverage
- Exempt/Full-Time Staff activities
- Special Event participation
- Attendance at Branch Board Meetings and Metro Socials and Retreats

EFFECT ON END RESULTS

The effect on end results will be a strong and well organized Financial Development Program that will ensure the financial future of the North YCommunity YMCA's and meet or exceed annual goals.

- Divisional goals are met or exceeded
- Increase in staff, member and volunteer involvement as measured by the number of participants and their commitment to the Campaign story-
- Increased retention and growth of annual campaign donors and sponsors-
- Increased grant funding to support Outreach program initiatives
- Accurate record keeping and reporting of all Campaign donors and events sponsors

EFFECT ON END RESULTS

The effectiveness of performance for this position will be demonstrated by an increase in involvement of members and volunteers through the annual campaign, an increase in annual dollars raised, and an increase in donors.

We understand and mutually accept the above description and supplement represent our agreements as to the job to be performed.

Supervisor

Supervisee

**YMCA OF GREATER CHARLOTTE
JOB DESCRIPTION SUPPLEMENT/POSITION FACTS**

1. Budget Responsibilities

(Gross Y Annual Campaign Contributions)

U City	\$107,000
Lake Norman	\$270,000
Lincoln Co	\$51,000
Lowe's	\$223,258
Sally's	<u>\$34,500</u>
Community Total:	\$685,758

2. Supervisory Responsibilities

Full Time Exempt Staff:	1
Part-Time Staff	3
Volunteers:	300 fundraising 10 policy

3. Committee Responsibilities:

Financial Development Staff (Branches)	Bi-Monthly	3 members
Annual Campaign Committee (Branches)	Monthly	6 members
Financial Development (Association) (attendance only)	Monthly	15 members
Special Event Committees (at home branch)	6/year	10 members
Board of Managers (attendance only)	Monthly	20 members

4. Community Relationships to be maintained: Community Organizations applicable to building and retaining donors and sponsors. Continued relationships with businesses and organizations that contribute goods and services.

YMCA Mission: "To put Christian principles into practice through programs that build healthy spirit, mind and body for all".