

Director of Development Peninsula Rescue Mission Job Description

The Director of Development will be the key contact to generate revenue and public awareness of the PRM (Peninsula Rescue Mission) by understanding the community and involving corporations and their employees, foundations, community groups, Church groups and individuals in various strategies to cultivate financial gifts as well as sponsorships, cause-related marketing, volunteering, gifts-in-kind and endorsements with an eye towards bringing in younger donors. The Director of Development will oversee fund raising and involvement for the PRM in the following ways:

1. The acquisition of new donors through direct mail, media advertising, events, face to face group meetings and individual interactions. Meeting with prospects and donors personally for 'lunch & learn seminars', small coffee gatherings, as well as 'one on one' meetings to yield income revenue growth as well as non-financial participation from Churches, individuals, corporations, foundations and community groups.
2. The development of financial gifts from Churches, individuals, corporations, foundations and community groups that are currently involved with the PRM in non-financial ways.
3. The Director of Development will be responsible for developing and implementing the development strategy for the PRM. Reporting to the PRM Superintendent, the Director of Development will be responsible for achieving the PRM fundraising goals and engaging sponsors in ongoing service and funding activities. This includes leveraging key relationships and contacts within the community to ensure meeting the PRM revenue and strategic goals.
4. The Director of Development will ensure ongoing reporting for the PRM Superintendent that demonstrates goals and milestones status. The Director of Development will work to minimize any operational increases related to reach the Development goals.

Duties and Responsibilities include:

- Producing, presenting and implementing annual development and strategy plans to the PRM Superintendent
- Leading and managing the PRM overall development efforts to raise an annual budget as set forth by the PRM Board of Directors
- Develop and implement a comprehensive marketing and public relations strategy
- Assist in the management and negotiate agreements with the PRM direct mail and advertising vendors using viable media to reach our community and surrounding area
- Increasing the awareness of the PRM through public presentations to area Church's, corporate organizations and community groups
- Cultivate existing donors through tours, events and mailings to encourage them to increase their contribution to the PRM
- Ensuring that capable individuals are available to make public presentations in the community
- Lead and manage the Development and Donor Care teams
- Create a Communication plan regarding events
- Presenting fundraising opportunities to interested groups as required
- Managing annual/monthly giving campaigns
- Cultivating major gifts including Legacy Giving while promoting Tax Advantage Awareness
- Cast the PRM future vision to our community, donors, foundations, Church groups and individuals for expansion of current ministries to provide shelter and support to women, children, and families
- Establish enhanced data and financial tracking to assist the PRM in measuring key information on giving demographics and donor trends

Advertising/Contracts:

- Dealing with all the contracts and vendors regarding our advertising with media outlets in tandem with the PRM Superintendent, Executive Staff and Board of Directors

Grants & Foundations:

- Research Grants & Foundation funding opportunities
- Oversee the writing of proposals and reports to corporate, foundation, and government funders

Volunteers:

- Provide clear and sensitive direction and leadership for volunteers
- Provide coaching and encouragement to ensure proper training for volunteers
- Make every effort to ensure that the volunteer experience is fulfilling for the volunteer
- Include volunteers in fund raising programs and events
- Lead tours and provide orientation to volunteers and guests
- Other Duties as assigned