

Development Manager

MEALS ON WHEELS

C.C. CAFÉS

FALL PREVENTION

COMPANIONSHIP

ARTFUL AGING

CARE MANAGEMENT

9/19

Program Description

The Development and Community Relations Department leverages MOWDR's exceptional brand to develop community resources in support of our mission. MOWDR's work on behalf of vulnerable seniors requires financial resources, community awareness, and a strong pipeline of dedicated volunteers in order to succeed. The Development and Community Relations Department brings together MOWDR's development, marketing, and volunteer coordination staff as one team that collaborates to engage the community effectively toward these goals.

Position Description

The Development Manager works closely with the Director of Development and Community Relations to create and implement all aspects of the individual donor program; including the Annual and Planned Giving programs and the Corporate Donor program. The Development Manager is the only full-time staff member dedicated to individual fundraising—working within a small, collaborative team that also includes marketing, volunteer, and grant writing staff.

MOWDR's compelling mission has led to strong fundraising success with individuals. The Development Manager will help support a more organized approach to individual fundraising, resulting in strong fundraising for MOWDR's important work in the community.

The Development Manager leads mail and social media campaigns and acknowledgements; tracks campaign success; supports design and production of various print materials; and helps coordinate/mobilize others throughout the organization for effective fundraising. The position also requires coordination of events, meetings, programs, and other elements designed to enhance positive relations with all donors.

This is a full-time position, Monday-Friday, requiring some evening and weekend meetings, and is primarily located in the Walnut Creek office. The position also requires occasional offsite meetings with donors and potential donors.

Duties and Responsibilities

- Provide strategic direction and execution of all campaigns and activities related to Annual and Planned Giving support, as outlined in the Development Plan.

- Collaborate with Director of Development and Community Relations on the creation and execution of the annual Development Plan.
- Utilize the constituent database to enhance fundraising—ensuring data quality, evaluating campaign performance, finding donor patterns, and tracking moves management.
- Take an active role in all direct mail campaigns—including mailing list creation, campaign strategy, vendor communication, and writing content.
- Work closely with supervisor to establish and track specific goals for both income and for each phase of the donor cultivation cycle.
- Serve as primary contact for individual donors under \$1,000. Coordinate, facilitate, and track board/ED-led interactions for \$1,000+ donors.
- Research and analyze individual donors and prospects in order to develop strategies for gift growth or acquisition. Create donor cultivation plans for major donors/prospects.
- Assist with research, creation, and implementation of a new corporate giving program, with a target launch of summer 2020.
- Support and track Planned Giving.
- Develop and execute a timely and relevant gift acknowledgement program.
- Develop clear lines of communication with all staff and volunteers.
- Design and implement donor appreciation and cultivation events and activities.
- Assist with additional tasks as needed.

Required Knowledge, Skills and Abilities

- Minimum 2 years of successful experience in donor development including donor research, cultivation, and the “ask.”
- Strong knowledge of Microsoft Office products including Word, Excel, PowerPoint, Outlook and ability to adapt to new technology as required.
- Solid database, analytic and data management skills in order to lead a group to its fullest potential use of available tools, including current use of DonorView.
- Exceptional organizational and communication skills.
- Excellent written communication skills.
- Ability and confidence to interact with varied constituents.
- A self-motivated team-player who can energize and lead both staff and volunteers.
- Dedication, flexibility, creativity, and passion for the organization’s mission.
- Excellent attention to detail, especially in donor communications and data management.
- High comfort level with ambiguity and evolving institutional priorities.

- Interpersonal skills such that one can meet goals and objectives while fostering positive employee relationships and good team and organizational morale.
- Ability to work a flexible schedule – some nights and weekends may be required.
- Proven track record with deadlines, prioritization, and time management.
- Manual typing/data entry.
- Valid CA Driver's License, proof of car insurance and reliable transportation; or other demonstrated means of reliable transportation.
- Ability to lift 15 pounds.
- A smart phone.
- Background check clearance.

If interested in being considered for this position, please apply online at **indeed.com**.