Highlands Cashiers Health Foundation
Job Description

Position Title: Director of Development

Scope of Position: The Director of Development plans and carries out a coordinated development program for Highlands Cashiers Health Foundation. The position manages donor acknowledgement and stewardship, with primary responsibility for annual donors giving $1,999 or less; plans targeted appeals and porch parties; researches prospective donors; directs the preparation and follow up needed to advance major-donor relationships; and acts as the primary contact for our marketing firm. The Executive Director remains the Foundation's chief fundraiser and leads major gift relationships and solicitations. The Director of Operations maintains responsibility for gift entry, database accuracy, financial reconciliation, and reporting.

Reporting Relationships

The Director of Development reports to the Executive Director.

Essential Functions

1. **Donor Stewardship and Acknowledgements**
   Ensures donors are thanked promptly and receive personal, consistent communication.
   - Prepares accurate and timely gift acknowledgement letters that reflect the donor's relationship with the Foundation.
   - Maintains regular contact with annual donors giving $1,999 or less through thank you notes, updates, renewal reminders, and other appropriate communication.
   - Develops stewardship plans that encourage donor renewal, increased giving, and deeper involvement with HCHF.
   - Coordinates with the Director of Operations to confirm gift information and maintain accurate records, and tracks whether follow up is completed.

2. **Annual Giving and Targeted Appeals**
   Plans appeals for specific donor groups and measures the results.
   - Develops an annual appeal calendar in coordination with the Executive Director.
   - Recommends donor groups for targeted appeals based on giving history, interests, location, and level of engagement.

- Coordinates appeal content, lists, timing, production, and follow-up with staff and outside vendors as needed.
- Works with the Director of Operations to ensure lists and gift information are accurate, then reports response rates, average gifts, net revenue, renewal, and increased giving.

3. **Communications Coordination**
   Serves as the primary contact for HCHF's marketing firm.
   - Coordinates priorities, content, deadlines, and approvals with the group and the Executive Director.
   - Provides the information and materials the group needs and makes sure communications accurately reflect HCHF's work.

4. **Porch Parties and Donor Engagement**
   Plans small gatherings that introduce prospective donors to HCHF and strengthen existing relationships.
   - Develops the purpose, guest strategy, and follow up plan for each porch party or other donor gathering.
   - Identifies and supports hosts, prepares invitation lists, and coordinates invitations and event details.
   - Prepares the Executive Director and participating Board members with background information and clear roles for each gathering.
   - Evaluates each event based on attendance, donor contacts, follow-up completed, new relationships, and gifts received.

5. **Major Donor Strategy**
   Directs and supports the Executive Director's cultivation of new and existing major donors.
   - Maintains a working list of prospective and current major donors, including the next step for each relationship.
   - Recommends which donors and prospects should receive priority attention and how they should be approached.
   - Prepares donor background, meeting notes, talking points, proposals, and follow up plans for the Executive Director.
   - Participates in donor meetings when appropriate and records agreed upon next steps.
   - Makes sure donor contacts and follow up are completed and assists with major-gift proposals and other donor materials.

6. **Prospect Research and Development Planning**

   Builds and manages a practical development plan based on HCHF's priorities and donor opportunities.

   - Identifies prospective donors with the interest and capacity to support HCHF's mission.
   - Researches prospective donors using public and organizational sources.
   - Prepares an annual development plan with goals, donor groups, an appeal calendar, cultivation activities, and measurable outcomes.
   - Reviews donor records and current practices and recommends improvements in stewardship, cultivation, and follow up.
   - Monitors progress throughout the year and adjusts priorities in consultation with the Executive Director.

7. **Board Engagement Reporting and Collaboration**

   Helps Board members participate effectively in fundraising and keeps leadership informed of development activity.

   - Works with the Executive Director to identify appropriate roles for Board members in donor identification, cultivation, stewardship, and solicitation.
   - Provides the Executive Director and Board with concise reports on donor activity, appeals, porch parties, major donor prospects, and progress toward annual goals.
   - Works cooperatively with the Director of Operations and other staff so development activity is supported by accurate records and sound administrative procedures.

Experience and Education: Bachelor's degree required; CFRE preferred. Minimum three years of fundraising or development experience, including annual giving, stewardship, prospect research, and major gifts. Nonprofit and Board experience preferred. Proficiency with donor databases and Microsoft Office required.

Additional Skills and Talents: Strong writing, organizational, interpersonal, and relationship building skills. Sound judgment, discretion, follow-through, and the ability to work independently and collaboratively.