



Position Description

Title: Director of Fundraising

Classification: Exempt

Department: Administration

Reports to: Executive Director

Position Summary: Responsible for the development and implementation of HSP's strategic plans to raise funds for the organization. Oversee and manage fundraising efforts, build strong and successful relationships, maintain communications with donors and collaborate with staff to effectively execute fundraising events.

Essential Functions:

Fund Development (75%): Develop resources to ensure the financial health and stability of the organization.

- Create and implement development plans detailing how the organization solicits donors and identifies funding sources such as grants, sponsorships, in-kind donations, charitable events and fundraising opportunities
- Develop strategic communications and partnerships by translating agency and program goals and information into unified concepts, tones and messages for a thriving development department
- Identify prospective individual and corporate donors and develop strategies to cultivate those relationships, along with developing clear targets for giving levels
- Create tactical plan of action for levels of giving for all agency fundraising
- Collaborate with staff on the management and planning of fundraising events and donor recognition
- Identify, prioritize, and complete, grant proposals and applications for foundations and corporate grants.
- Report monthly on all development activities
- Plan, promote and execute special events (solicit donors and sponsors for such events)
- Develop and send timely distribution of donor acknowledgements
- Serve on all fundraising committees/functions
- Manage and utilize agency fundraising database

Communications (25%): Work to ensure the mission is fulfilled through programs, strategic planning and community outreach.

- Responsible for the enhancement of Outreach image by being active and visible among local business leaders, corporations and with other professional, civic and private organizations encompassing all areas of Carroll County
- In the absence of the Executive Director, serve as a spokesperson to the nonprofit community, the media and the general public, to position and strengthen HSP's name recognition and reputation in the community
- Plan, create and distribute content that tells our story (successes, outcomes, programs, special events)
- Develop print collateral in collaboration with Leadership Team
- Oversee editorial planning and execution including; Press releases, WTRR spots, Carroll County Times columns, Quarterly HSP Newsletter and Annual Report
- Develop and oversee social media including; working with website vendor to optimize HSP's website according to strategic plan (tell our story, online fundraising); create and follow an editorial calendar of social media posts, both organic and sponsored; ongoing updates to Facebook and other social media
- Oversee graphic design of all internal HSP program materials, editorial content, outreach materials and special event materials including HSP photo inventory
- Chair staff Outreach Committee

Skills, Education, Attributes & Other Requirements:

- Proven fundraising track record
- Bachelor's degree in business or a related field and five years' experience, possibly combined, in one or all of the following areas;
 1. Experience in a nonprofit environment managing an array of fundraising activities.
 2. Experience building business relationships in a sales or fundraising capacity
 3. Additional experience can be used to offset education requirement.
- Experience with public relations, prospecting, business development and negotiation
- Persuasive writing, strong verbal communication and the ability to interact at the executive level
- Appropriate self-confidence and image to effectively communicate HSP's vision at all levels and across organizational lines in a manner inspiring to staff, board, donors and volunteers
- Knowledge of operations of a non-profit organization, including developing and monitoring a budget, experience with fundraising, grant writing, strategic planning and donor data management
- Aptitude for analytical thinking, capable of creative solutions to problem solving
- Computer proficiency in Microsoft Office and donor data bases, preferably Raiser's Edge Donor Relationship Software
- Computer proficiency in social media channels
- Experience with Wordpress (update website) a plus
- Graphic design experience a plus

- Monitor and ensure funds are utilized within grant period and guidelines; oversee the receiving and confirmation of payment authorizations, supply/order deliveries; and forwarding of signed packing slips to Finance; submit receipts and purchase orders to Finance within 24 business hours of purchase
- Participation in fundraising events and/or agency related functions is required and may be held during evenings and weekends such as Chamber events and other functions
- Must have and maintain a valid driver's license and auto insurance

Supervisory Responsibilities: This position may supervise interns and or volunteers.

Position Type/Expected Hours of Work: Full Time (40 hours/week); split Community/office hours

Work Environment: Office setting; must be able to carry/set-up materials such as pop-up-tents, display boards, etc. (minimum of 30 lbs.). Contact with all levels of personnel within the organization and also relates to the Board of Directors, administrative team, funding sources, media, the public and other government and civic agencies.

Travel Requirements: Local travel to promote the mission and provide outreach.

Employee Signature: _____ **Date:** _____

Board president: _____ **Date:** _____

HSP – Position Description – Updated 10/15/2020

****All positions subject to background check**

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.