



POSITION DESCRIPTION

Position: Sr. Development Officer, Individual Donors

Program: Development and Community Relations

Status: Exempt

Reports to: Director of Development

Date Prepared: 07/26/2021

POSITION SUMMARY:

The Sr. Development Officer, Individual Donors, is responsible for creating and managing a well-coordinated donor-centric strategy for the identification, cultivation, solicitation, and stewardship of all individual donors across Nevada. While the Sr. Development Officer, Individual Donors, is responsible for direct mail donors, entry-level donors, mid-level donors, and major gift donors, the emphasis is on building strong personal relationships at the major gift level, and loyalty at the mid-level, lower level, and direct mail donor levels. Work is performed in a cost effective and service oriented manner as it relates to established organizational standards.

OBJECTIVES/ACTIVITIES:

1. Develop and implement a donor-centric strategy to build the organization's donor base of individual donors and increase annual gift revenue from those donors.
2. Working with the national office, provide oversight, follow-through, and stewardship to the organization's direct mail donors.
3. Working with the Volunteer and Events Manager, generate funds to support key service activities such as Operation Backpack, birthday events, and similar events at program sites and provide stewardship and ongoing contact with those donors to engage them as ongoing contributors to the organization.
4. Working with the Marketing and Visual Media Department, create high quality donor communications and collateral materials and reports to keep donors engaged in events, programs, or projects they have helped fund.
5. Create and implement a strategy outside of direct mail designed to engage donors at entry level and mid-level, cultivate those donors, solicit those donors, and provide stewardship.
6. Working with the Director of Development, set fundraising goals for direct mail, entry level giving, mid-level giving, and major gifts, and create a cultivation, solicitation, and stewardship strategy to steadily increase individual giving at all levels.
7. Make personal calls on a portfolio of 75-100 major gift donors to build Volunteers of America, Northern California Northern Nevada's major gift revenue.
8. Input records of calls and notes on all calls and personal visits in the donor data system.
9. Work with the Gift Administration Manager to ensure all donor records accurately reflect conversations and gift purposes.
10. Ultimately develop and integrate solicitations for deferred gifts in marketing and conversations with donors.
11. Develop and maintain positive relationships with local media channels to respond to inquiries and promote VOA.
12. Other responsibilities as assigned.

EQUIVALENT EDUCATION AND EXPERIENCE:

Bachelor's Degree is required. Three to five years of experience in fundraising with at least two years of proven success in identifying, cultivating, soliciting, and stewarding individual donors, including face to face relationship building and solicitation is required. Must have experience in using a donor data base to manage donor relationships, record and build out donor interests, and identifying prospects for increased

giving potential. Demonstrated ability in asking and obtaining financial support. Fundraising certification is desired. Experience with human services nonprofits is desired. The candidate must have a strong desire to work for an organization dealing with issues unique to homelessness, substance abuse, and mental health. A valid Nevada driver's license and ability to meet organizations insurance carrier guidelines are required.

SPECIFIC SKILLS REQUIRED:

Excellent oral and written communications
Strong organizational skills
Strong interpersonal skills
Demonstrated management skills
Even temperament and patience
Ability to multi-task and to respond quickly and positively to solve unexpected problems
Ability to meet goals and deadlines
Proficient with Google platforms
Teamwork skills
Ability to interact professionally with donors and clients
Strong on-camera presentation skills
Demonstrated leadership skills
Analytical and decision making ability

PHYSICAL REQUIREMENTS

Lift and move up to 30 pounds
Physically able to safely maneuver weight distribution for event set ups
Stand, walk, bend, stoop, and sit frequently
Kneel occasionally

NATURE OF SUPERVISION RECEIVED:

Daily activities are many times performed independently with accessible guidance and direction from the main office in Sacramento. This person must be able to function both independently and in a team (volunteers) environment working towards attainment of operational goals.

SUPERVISION EXERCISED:

This position supervises the Development Assistant and may also supervise interns or volunteers as assigned.

RESPONSIBILITIES FOR BUSINESS CONTACTS:

This position requires contact with the national office, VOA Northern Nevada Advisory Council, VOA Northern Nevada staff, volunteers, and individual donors. Tact, discretion, and resourcefulness are required at all times.

FINANCIAL RESPONSIBILITY:

This individual is responsible for raising funds to a targeted goal that is part of the organization's operating budget.

NUMBER OF EMPLOYEES

1

This job description does not constitute a written or implied contract and may be changed as business needs arise.

Indicate anything that would keep you from meeting the job duties as outlined above.

Employee Signature _____ Date Signed: _____