



THE SALVATION ARMY
Development Department
Job Description

Position Title: Donor Relations Director

Salary Status: Exempt

Supervisor: Senior Director of Philanthropy

General Statement

The Salvation Army is a branch of the Christian Church, and the ultimate goal of all programs is the spiritual regeneration of all people.

Mission Statement

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by love for God. Its mission is to preach the Gospel of Jesus Christ and to meet human needs in His name without discrimination.

Job Summary

The Donor Relations Director (DRD) plays a key and integral role in the success of the Eastern Michigan Division's fund development efforts, specifically through ongoing and proactive relationship management, strategic communications plans, gifts cultivation and solicitation activity with an assigned portfolio of qualified major donors. In this role, the DRD will identify, qualify, be assigned, cultivate, solicit and steward major gift donors acting as the primary contact between The Salvation Army and the assigned portfolio, with an emphasis on securing gifts of \$5,000 and much higher, increasing major gifts to The Salvation Army while retaining and strengthening existing giving.

Essential Qualifications

- Must embrace, support and reflect well on The Salvation Army's mission and values through one's professional responsibilities and behavior at all times.
- Bachelor's degree or comparable experience, plus a minimum of five years of experience in a non-profit fundraising role with a proven track record of major gifts success.

- Effective interpersonal, conversational and presentation skills, demonstrating emotional intelligence, situational awareness, excellent writing abilities and strong case development and pitching skills.
- Proven expertise in developing and maintaining positive relationships with diverse individuals, including executives, leadership volunteers and wealthy donors, as well as internal stakeholders and leadership.
- The selected individual should enjoy problem solving, think strategically and creatively, and take initiative with good follow through.
- A high level of comfort with direct donor interaction is a must, including discussions of personal and family finances and asking for major financial commitments.
- Team player, able to check ego at the door, with an ability to collaborate effectively with officers, staff and volunteers for successful achievement of position and department goals.
- Willingness and ability to travel regularly. Valid Driver's License required.
- Able to work independently in a fast-paced environment without extensive admin support. Must be highly organized and able to effectively manage multiple projects and competing priorities with professionalism and grace. Must keep good documentation through contact reports and activity tracking, according to Salvation Army protocols.
- Demonstrated orientation to achieving goals, with a drive to achieve agreed upon goals within agreed upon timeframes.

Essential Functions

- The DRD establishes, manages and fulfills a portfolio communications plan, including individual fundraising goals and personalized strategies, to effectively steward, educate, cultivate and solicit gifts from major donors each fiscal year, with an emphasis on gifts of \$5,000 and higher.
- Manages a portfolio of 150 assigned and qualified major donors and will maintain and seek to engage prospective donors as assigned or identified, following the agreed upon communications plan that is specific to each donor and prospect and working, as appropriate, with donor leadership volunteers to secure visits with those in their peer networks who are assigned.
- Works diligently to meet agreed upon monthly and annual activity and income production goals and is purposeful about every visit and communication and the desired outcome for each "touch."
- Leads in one-to-one solicitation, gift acknowledgement and stewardship communication, traveling as necessary, establishing and maintaining excellent donor

relations, providing written proposals to major gift prospects as needed, and including Army and/or volunteer leadership as appropriate.

- Works with prospect research manager at THQ and local staff who are trained to do research to develop donor profiles to inform “moves management” strategies and planning conversations.
- Meets regularly with Senior Director of Philanthropy and Territorial Major Gifts management to discuss and refine portfolio plans, donor strategies, track progress, receive coaching, and keep open lines of communication.
- Participates in recommended professional trainings as budget allows, conference calls with other major gifts staff, conference kindred sessions and other professional development opportunities.
- Works in close conjunction with other fund development officers, pursuing and contributing to harmonious collaboration between direct marketing, social media, foundation, corporation, and planned giving staff for optimal integrated strategies in regard to major donor communications as well as overall divisional initiatives.
- Works in close collaboration with local officers, program, finance and fundraising staff to present local Army resource development needs that correspond to where donors and prospects reside, while always being responsive to each donor’s interests (even if elsewhere) and attentive to fiduciary responsibilities (donor intent with gifts).
- Works in collaboration with program, finance, development and graphic design / communications, and admin support staff to develop a portfolio of giving opportunities (cases for support) that documents funding needs in terms of real program costs, how dollars impact people, outcomes being (and which could be) achieved, shortfalls and exciting mission advancement opportunities. Presents these opportunities to donors to effectively match donor interests with Army service delivery advancement needs.
- Makes it a priority to take donors on site visits to tour Army programs and to facilitate face-to-face briefings of donors by Army leaders.
- Supports and contributes to, as requested, overall territorial policies, business practices and strategies to continually increase major gifts revenue and program growth.
- Keeps management apprised of all significant interactions, inputting contact reports in the donor database system as required, sharing a continually updated itinerary, fulfilling all monthly and other reporting requirements, and consulting with leadership when needed to understand organizational priorities, to develop strategies that benefit both donor and the Army, and to troubleshoot challenging situations.
- Stays driven toward goals and focused on portfolio development/management, but makes effective use of volunteer opportunities, events and other initiatives to engage with assigned donors, to bring them closer to the Army, and to deepen their awareness

of the impact of our work, especially in areas of interest. Participates in such opportunities alongside portfolio constituents.

- Manages all office systems related to DRD duties, including maintaining updated donor files, correspondence and gift acknowledgments, etc., in keeping with department policies and procedures. Documents all donor interactions through contact reports and according to established business practices. Carries out any office and computer-related tasks important to fulfilling the goals of the position.
- Ensures excellent customer service is provided to donors through accessibility to staff and leadership (as granted), timely responsiveness, quality in all interactions and personalized communications.

Other Functions

Performs other related duties as assigned by the Senior Director of Philanthropy or Divisional Director of Development.

Physical Demands

The position requires sitting; climbing and/or balancing; stooping, kneeling, bending, stretching, crouching and/or crawling; standing; walking; manual dexterity and eye-hand coordination; use of vision; driving a vehicle; pushing/pulling/lifting/carrying 25 pounds; traveling by airplane; both outdoor and indoor navigation of settings.

Notes

The information in this job description indicates the general nature and level of work performed by an employee in this classification. It is not to be interpreted as a comprehensive inventory, or all duties, responsibilities, and qualifications of employees assigned to this job. Management has the right to add to, revise, or delete information in this description. Reasonable accommodations will be made to enable qualified individuals with disabilities to perform the essential functions of this position. Employee will be required to follow any other job-related instructions and to perform any other job-related duties requested by management.

This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

Contact Terri Butler at her office 248-200-3997 or by cell 248-361-1062 if you have any questions. Please send your resumes to terri.butler@usc.salvationarmy.org