

Ronald McDonald House Charities of Greater Delaware
Position Description

Position: Advancement Officer for Southern Delaware

Position Summary: The Advancement Officer for Southern Delaware is an important part of the Development Team linking Southern Delaware (identified as Sussex County and Kent County) to Ronald McDonald House Charities located in Wilmington, Delaware.

The Advancement Officer for Southern Delaware represents RMHCGDE throughout Kent and Sussex counties and manages all constituents and fundraising efforts in Southern Delaware. This individual is responsible for identifying, cultivating, qualifying, soliciting, and stewarding all constituents located in Southern Delaware in order to renew and increase financial support.

The Advancement Officer for Southern Delaware primarily works remotely with constituents located in Southern Delaware. This individual thrives working independently and is motivated to work and promote our mission. One third of the families served by Ronald McDonald House Charities of Greater Delaware (RMHCGDE) reside in Southern Delaware.

Position Reports to: Director of Philanthropy

Nonexempt Exempt (check one)

Hours: Full Time. Some weekends and evenings will be required

Job Responsibilities:

Management of Individual Donors in Southern Delaware: Provides day-to-day management and strategic oversight for individual donors including all engagement, cultivation and stewardship.

- Manages a portfolio of 100-120 individual donors and prospects and engages donors in order to retain and increase individual donations and to reach an annual fundraising goal.
- Achieves goals related to number of moves, face-to-face visits, solicitations, and identification of new prospects.
- Works closely with the Individual Giving Officer to identify opportunities for Planned Gifts from donors in Southern Delaware.
- Collaborates with the Development Team to create strategies for Annual Giving and develop the pipeline process.
- Updates donor profiles to reflect all donor outreach and activities.
- Creates opportunities to bring constituents to the House and Family Rooms and provides tours to donors and prospects.
- Serves as the staff liaison for the Kent and Sussex Advisory Council. Hosts quarterly meetings to engage key community and business leaders on ways to support RMHCGDE and identify new prospects.

Oversees Community Engagement, Special Events, and Management of Corporate Donors in Southern Delaware: Directs all corporate and community donor engagement in Southern Delaware to increase donor retention and increase giving.

- Maintains personal contact and relationships with local business leaders and creates donor engagement opportunities in order to deepen connections.

- Represents RMHCGDE as a member of community organizations and speaks on behalf of RMHCGDE at community meetings, chamber events, etc...
- Oversees and serves as contact for all Third Party Fundraising events located in Southern Delaware.
- In conjunction with the President & CEO, develops and manages relationships with hospital partners and healthcare providers located in Southern Delaware.
- Manages the renewal of existing sponsorships and the acquisition of new sponsorships for events located in Southern Delaware, including the Hustle for the House 5K Series that takes place in Lewes.
- Discovers, cultivates, and stewards local 5K teams in order to increase donations and participation.
- Collaborates with the Special Event Manager to ensure successful 5K event located in Lewes.

Additional Organization Support:

- Participates in annual development team strategic planning, determination of fundraising goals and assists with additional essential stewardship projects.
- Collaborates with Development Team to assist with creation of bi-annual newsletters, quarterly e-newsletters, direct mail solicitations, stewardship communications and any fundraising communications to support Development goals.
- Works with the Communications and Marketing Manager and Director of Philanthropy to identify potential grant opportunities for Grantors located in Southern Delaware. Maintains personal contact and relationships with local Grantors.
- Attends RMHCGDE Special Events and works collaboratively with the Special Events team to offer whatever assistance is needed.
- Schedules occasional time at the House and attends all Development Team Meetings (bi-weekly), Staff meetings (monthly), and Development Committee Meetings (quarterly).
- Performs other duties as assigned by the Director of Philanthropy and President & CEO.

Qualifications:

- Proven experience in major/gift fundraising (minimum of 3-5 years' experience) with a demonstrated ability to build relationships with donors. Possesses deep understanding of the principles of development and all aspects of the major gift/fundraising cycle.
- Possesses excellent written and verbal communication skills
- Strategic, self-directed, creative, problem-solver. Must be organized and able to multitask, flexible, able to accept direction, and to work independently as well as part of the team.
- Highly collaborative professional, strong interpersonal and customer service skills with a donor-centric mindset
- Must be proficient with donor database systems and Microsoft Office.
- Is motivated by the mission of the Ronald McDonald House Charities of Greater Delaware and follows our Core Values
- Handles all personal and financial information in a confidential manner
- Bachelor's degree
- Flexibility in scheduling with occasional weekends and evenings necessary
- Must have ability to travel throughout the State