

# THE SALVATION ARMY NORTHWEST DIVISION JOB DESCRIPTION

**Department:** Development  
**Position Title:** **Donor Relations Director**  
**Supervisor:** Divisional Executive Director of Development  
**FLSA Status:** Exempt

**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 Northwest Division's fund development efforts, specifically through ongoing and proactive relationship management, strategic communications plans, gifts cultivation and solicitation activity with an assigned caseload of qualified major donors and a smaller group (10%) of assigned, qualified major gift prospects. In this role, the DRD will identify, qualify, be assigned, cultivate, solicit and steward major gift donors (90%) and prospects (10%), acting as the primary contact between The Army and the assigned caseload, 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 and 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, using the Portfolio database according to Salvation Army protocols.
- Demonstrated goal-orientedness, with a drive to achieve agreed upon goals within agreed upon timeframes.

## **ESSENTIAL FUNCTIONS:**

- The DRD establishes, manages and fulfills a caseload communications plan, including individual fund raising 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 caseload of 125-150 assigned and qualified major donors and will maintain and seek to engage with a small additional prospective donor "watch list" as assigned, 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.
- Leads the development of team solicitation strategies and facilitates the team planning process for peer-to-peer cultivation and solicitation approaches, involving leadership volunteers and internal leadership, as deemed appropriate, under the guidance of the Development Director. Develops research and briefing memos in preparation for team discussions. 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 supervisor and territorial major gifts management (by phone) to discuss and refine caseload plans, donor strategies, to track progress, to receive coaching, and to 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 department initiatives.
- Works in close collaboration with local officers, program, finance and fund raising 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 to the Portfolio 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 caseload, but makes effective use of volunteerism 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 to them. Participates in such opportunities alongside caseload constituents. Works with other staff and leadership (including leadership volunteers) to develop new major donor / prospect cultivation events, such as private receptions, dinners in homes, or seminars, targeted toward those with high philanthropic capacity.
- Manages all office systems related to DRD duties, including maintaining updated Portfolio donor files, tracking spreadsheets, correspondence and gift acknowledgments, etc., in keeping with department policies and procedures. Documents all donor interactions through Portfolio 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 Divisional Executive Director of Development or territorial Regional Manager of Major Giving Programs (or Major Gifts Managing Consultant in Phase 1).

#### **MENTAL DEMANDS:**

- Work under stressful conditions.
- Interact with others with courtesy and tact.
- Manage and prioritize multiple projects in an organized and efficient manner to meet tight deadlines.
- Respond to crisis situations in a calm and effective manner.
- Complete projects on schedule.
- Maintain confidentiality.
- Maintain regular and punctual work attendance.

**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 25-50 pounds and occasionally more than 50 pounds; traveling by airplane; both outdoor and indoor navigation of settings.

**COMMUNICATION DEMANDS:**

The position requires: professionally communicating verbally with co-workers, other departments and program staff, clients, vendors, donors, volunteers, board members, philanthropic decision-makers, and officers; written communication; talking on the telephone; responding to written or verbal requests; training/giving verbal and written instructions; receiving verbal and written instructions; writing/composing written language; reading; visiting/working at other worksites and non-worksites locations; communication via the latest technologies.

**SKILLS/TECHNICAL KNOWLEDGE:**

- Valid driver's license required.
- Travel as necessary.
- Computer proficiency, including Microsoft Office tools and familiarity with donor management software and email applications.

**EQUIPMENT NEEDS:**

Use office equipment such as computers, photocopiers, scanners, calculators, smartphone, etc.

**DESCRIPTION OF WORK ENVIRONMENT:**

Office location to be determined.

**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.

**ACKNOWLEDGMENT:**

I have received a copy of this job description, understand, and agree that it applies to the job I am employed to perform for The Salvation Army as of this date, that it supersedes all previous job descriptions I may have had, and will continue in force until and unless replaced by a subsequent job description:

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**Employee's Signature**

**Date**