



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SHASTA FAMILY YMCA JOB DESCRIPTION

Job Title: **Financial Development Director**

Revision Date: June 2021

FLSA Status: Exempt

Primary Function/Department: Administration

Reports to: CEO

Supervisory: Development Manager, Grants and Development Officer and Admin

POSITION SUMMARY:

This position supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening community through youth development, healthy living and social responsibility. The Financial Development Director at Shasta Family YMCA serves on the CEO's senior leadership team and provides strategic leadership in financial development to advance the YMCAs mission through annual giving, government and foundation grants, endowment bequests and gifts and capital campaigns. The Financial Development Director provides strong leadership in a phased, multi-year capital planning and fundraising campaign to expand the Y into newly acquired facility needing renovations estimated between \$5 and \$8 million. Financial Development Director assists the CEO in developing an actively engaged fundraising volunteer board of directors.

OUR CULTURE:

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. **We are welcoming:** we are open to all. We are a place where you can belong and become. **We are genuine:** we value you and embrace your individuality. **We are hopeful:** we believe in you and your potential to become a catalyst in the world. **We are nurturing:** we support you in your journey to develop your full potential. **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

ESSENTIAL FUNCTIONS:

1. Have primary responsibility for development and fundraising goals prioritizing building donor relationships and growing annual contributed and grant funds.
2. Develop and lead million-dollar Capital Fundraising Campaign, with CEO and Board of Directors, to remodel newly acquired facility and develop YMCA campus.
3. Develops organizational goals and strategic plans for fundraising, balancing long-term direction and short-term requirements. Develops systems and manages resources, including the financial development budget, needed to carry out the fundraising plans. Develops appropriate fundraising policies and procedures for the association.
4. Model a donor-centric culture by supporting, mentoring, and encouraging staff to think beyond individual events and annual budgets and consider long-term, strategic, donor-driven giving.
5. Identify, cultivate, and solicit philanthropic support by developing and maintaining relationships with corporations, foundations, and individuals, leading to grant proposals, sponsorships, and gifts through face-to-face personal solicitation visits.
6. Prepares and coordinates proposals for grants from government sources and private foundations.
7. Develop, implement and manage all Capital and Endowment Campaigns. Develop strategies to mitigate the impact of Capital and Endowment Campaigns on annual operating support; ensure the maintenance and growth of major gifts to support annual operations throughout the course of Capital and Endowment Campaigns.
8. Actively engages the board in conversations and decision making to advance the Y's impact when serving as the primary staff liaison to the Financial Development Committee and other assigned committees on the Board of Directors. Develops strategies to increase volunteer involvement at all levels of financial development.
9. Tracks all gifts and pledges by source and purpose and provides reports as needed.
10. Provides training in fundraising. Educates, motivates and provides feedback to individuals related to best practices in the fundraising process.



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11. Creates and implements effective communication strategies with compelling messages that inspire others to accomplish the mission and cause with maximum impact. Develops communication plans to ensure members, participants, and the community understand the case for support.
12. Represents the CEO in the community as needed.

LEADERSHIP COMPETENCIES:

- Communication & Influence
- Philanthropy
- Program/Project Management
- Volunteerism

QUALIFICATIONS:

- Bachelor’s degree in a related field or equivalent; Master’s degree preferred.
- YMCA Organizational Leader certification preferred.
- Eight or more years of professional experience with a background in fundraising in the YMCA or another non-profit preferred.
- Ability to relate to top community leaders and diverse groups of people from all social and economic segments of the community.
- Working knowledge of giving and charitable vehicles.
- Ability to create interpretive materials to enable potential donors to understand the YMCA and how they contribute to the achievement of its mission.
- Knowledge of the media and its use in gaining exposure for YMCA events and programs.
- Foundation and government grant writing expertise.
- CFRE or equivalent preferred.

WORK ENVIRONMENT & PHYSICAL DEMANDS:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to use a computer for extended periods of time and be able to communicate using a computer and phone/smart device.
- The employee frequently is required to sit and reach, and must be able to move around the work environment.
- The employee must occasionally lift and/or move up to 10 pounds.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust.
- The noise level in the work environment is usually moderate.

SIGNATURE:

I have reviewed and understand this job description.

Employee’s name

Employee’s signature

Today’s date: _____