

## **Heartline Ministries Development Director Job Description**

**Position Summary:** Heartline Ministries is looking for an experienced Development Director who is passionate about fundraising, creating transformational partnerships, and developing excellent donor experiences. This full-time contract position will further the mission of Heartline Ministries by identifying, cultivating, stewarding, and expanding relationships with both current and prospective donors, including individual donors, churches, foundations, grantors, businesses, and others who can provide private donations for Heartline Ministries' various programs.

Strong candidates will have a background in fundraising, relationship management, and/or communications, and a penchant for teamwork, flexibility, and initiative. This position will report to the Director.

Responsibilities:

### **Annual Development Plan**

- Collaborate with the Director and Communications Director in developing and implementing the organization's Annual Development Plan to support all Heartline programs, with efforts supported by organization's communications activities.
- Work with various staff to understand organizational, program and donor needs, and establish actionable plans to realize those goals.
- Establish measurements and method to evaluate the Annual Development Plan.
- Determine appropriate reporting required to support evaluation of the Annual Development Plan and coordinate reporting structure with Administrative Assistant/ Development Support staff.
- Utilizing fundraising and program outcomes, create an Annual Report and manage distribution of report to donors.
- Utilize project management methods to ensure fundraising campaigns remain on schedule and on budget with appropriate resources.

### **Major Donors**

- Develop and manage a portfolio of mid-level to major donors, prospective donors, and key relationships as part of a coordinated effort to raise support and, as appropriate, pass contact leads to other team members.
- Coordinate ongoing cultivation and stewardship strategies to ensure that mid-level and major donors are cultivated toward their full giving potential.
- Work with program staff to prepare proposals/presentations for major donor solicitations.

- Prepare organization leadership for delivery of proposal/presentation to major donors.

### **Grants**

- Conduct ongoing research of potential grant opportunities to build annual grant calendar.
- Facilitate ongoing conversations and relationships with grantors.
- Gather necessary internal and external information to develop compelling grant proposals.
- Work with Accounting personnel to develop appropriate budgets for grant applications.
- Prepare and submit grant application packages.
- Work with program and accounting staff to complete required reporting.

### **Churches**

- Conduct ongoing research of potential church partnerships.
- Determine and implement appropriate engagement, cultivation and stewardship strategies for church partnership prospects and current relationships.
- Develop communication and engagement pieces for churches to use with staff and congregation to increase awareness and communicate needs.

### **Corporations**

- Conduct ongoing research of potential corporate partnerships.
- Determine and implement appropriate engagement, cultivation and stewardship strategies for corporate partnership prospects and current relationships.
- Develop communication and engagement pieces for corporations to use with staff to increase awareness and communicate needs.
- Develop proposals/presentations for solicitations, as needed.

### **Overall Donor Engagement & Stewardship**

- Actively utilize CRM system to manage and develop ongoing personal relationships with donors.
- Manage and actively engage in the overall donor acknowledgment and stewardship process.
- Work with Communications team to conduct ongoing donor acknowledgment activities.
- Communicate and facilitate ongoing opportunities for donors to become further involved with Heartline.
- Provide targeted communication and follow-up with “one and done” donors.
- Develop and implement plan to cultivate lapsed donors.
- Develop criteria for monthly donor prospects; work with Development Support staff to receive notification of activities and reach out to

prospects.

### **Board Development**

- Establish and facilitate ongoing Board development and education activities as part of the Annual Development Plan.
- Engage Board members in fundraising and communication efforts.

### **General**

- Develop, in conjunction with the Director, quarterly and annual work plans and metrics to measure success.
- Attend staff meetings and weekly or biweekly meetings with the Communications Director and/or Director to review fundraising goals and establish action plans for shared fundraising activities.
- Understand and communicate the mission and work of Heartline Ministries to a wide range of individuals and giving organizations to reach or exceed annual fundraising goals.
- Maintain communication about activities, contacts, and proposals through meetings, phone calls, emails, and the Heartline donor management system.
- Assist in covering communication and development responsibilities in team members' absence.
- Support Communications Director in developing creative pieces for fundraising campaigns.

### Qualifications:

- Bachelor's degree required
- Minimum of five years experience in nonprofit work. Experience to include at least two years in fundraising, making successful gift asks over \$5K.
- High level of enthusiasm, initiative, professionalism, and self-direction. Ability to work independently and also effectively as part of a remote team environment.
- Excellent organizational and project management skills, written and verbal communications, attention to detail and accuracy, and ability to respond quickly to changing priorities. Ability to work with many different people such as donors, volunteers, Board members, and staff. Ability to present a professional image and articulate the mission and development approach of Heartline Ministries.
- In depth experience with mid and major donor cultivation and/or grant writing.
- Ability to independently manage multiple projects simultaneously from concept to completion, keeping the big picture strategic goals and overall direction in mind.
- Passionate view of fundraising and growing donor relationships as ministry - Kingdom

building partnerships rather than one directional, transactional exchanges.

- Proficient in the use of Microsoft Office applications. CRM experience a plus.