

# ELON HOMES AND SCHOOLS FOR CHILDREN

## Position Profile Director of Development

### Summary

Elon Homes and Schools for Children is seeking a talented, self-motivated development professional to build upon its 101-year history as a leading, multi-faceted children's service organization.

The mission of Elon Homes and Schools for Children is to provide a safe haven, life skills training, and education to children in need. Tracing its roots back to 1907, Elon Homes and Schools for Children began as the Christian Orphanage in Elon College, North Carolina. Its founding purpose was to provide a place of care for children who had no family or whose family could not give them care. As the needs of children have changed over the past century, the focus of the organization has also evolved. Today, Elon Homes and Schools for Children serves more than 1,200 youth annually through its schools, foster care programs, and residential homes throughout North Carolina.

The position is located in Charlotte, NC in the heart of the Southeast United States. To learn more about Elon Homes and Schools for Children's programs and services, visit [www.elonhomes.org](http://www.elonhomes.org).

### Governance, Staffing and Finances

Elon Homes and Schools for Children is governed by an active, 13-member Board of Directors responsible for governance as well as providing ongoing support and supervision of the CEO and President in carrying out the mission and strategic vision of the Elon Homes and Schools for Children.

The organization operates two locations, one in Charlotte at 1717 Sharon Road West and one in Elon at 201 South O'Kelly Avenue. The senior staff includes the CEO/President, the Vice President of Institutional Advancement, the Vice President of Institutional Performance, the Vice President of Administration, and the Headmaster of The Elon School.

The annual operating budget for the current fiscal year is approximately \$9 million. In addition to fees and tuition, Elon Homes and Schools for Children is funded through a diverse base of public sources, as well as through the generosity of individuals, families, churches, corporations, foundations, and other grant makers.

## **Professional Opportunity**

With more than a century of service to the children of North Carolina, Elon Homes and Schools for Children has a strong tradition and reputation across the state and region. Evolving over the years to best meet the needs of youth, Elon Homes and Schools for Children has changed its service, but has never wavered from its mission to provide a safe haven, life skills training and education for children in need.

As part of a national trend during the 1980s and 90s, the organization shifted from providing a home for children who had lost one or both parents to helping teenagers from troubled backgrounds, including situations such as abusive homes or substance abuse problems. Although the organization continues to provide residential homes to children, especially siblings, and foster care throughout the state, a primary focus over the past two decades has been the expansion and creation of schools for a diverse population of children.

The Kennedy Charter Public School opened in Charlotte nearly 11 years ago. It has an enrollment of nearly 300 students in grades 6-12. The school serves children who are at risk for failure in traditional public school settings, providing a positive learning environment, as well as the opportunity to participate in extra-curricular activities that would be unavailable to them in public school settings. The Elon School opened its doors in August 2007 to serve a starkly different population in Elon, NC and its surrounding communities. The Elon School is a tuition based, private, independent prep school with a college preparatory curriculum.

Now, Elon Homes and Schools for Children seeks an energetic, self-motivated and strategic thinking development professional to lead its fundraising efforts. The organization's future requires the realization of current capital priorities to improve its existing facilities and expand its services. In addition, Elon Homes and Schools for Children must sustain and grow its annual campaign and endowment funds. The Director of Development will have accountability for these areas and will be expected to create and implement a strategic fundraising plan to accomplish these goals.

## **Key Responsibilities**

- Resource Development. The Director of Development must 1) create and implement a strategic fundraising plan to meet all capital, annual, and endowment goals; 2) actively manage the cultivation, solicitation, and stewardship of a defined pool of prospects, ensuring movement from prospect to donor in an appropriate manner; 3) provide

support and leadership to all fundraising volunteers including the board of directors and senior staff members; 4) qualify donors and prospects.

- Donor Stewardship. The Director of Development will be responsible for 1) building relationships with key donors and prospects; 2) upholding gift policies and working with staff to ensure the timely and proper acknowledgement and processing of all gifts; 3) preparing written proposals and necessary follow up for all solicitations; 4) planning and tracking cultivation activities; 5) managing and/or supporting special donor focused events as needed.

- Volunteer Management. The Director of Development must 1) oversee the retention and recruitment of fundraising volunteers; 2) provide training and support to fundraising volunteers; 3) engage in regular communication with volunteers.

- Communications. The Director of Development will be responsible for 1) creating and executing a communications plan for donors and prospects; 2) crafting key messages for board members and volunteers about fundraising needs; 3) sharing fundraising opportunities and accomplishments with all constituents.

- Data Management. The Director of Development must be committed to the integrity of the donor and prospect database, ensuring that data is accurate and current.

### **Experience and Attributes**

The ideal candidate should be a person who:

- Is a mature, thoughtful leader committed to the mission and values of Elon Homes and Schools for Children and demonstrates integrity in his or her professional and personal life.
- Demonstrates an ability to think creatively, work independently, yet within the context of the team, spend wisely and lead with confidence.
- Has a proven track record in major gifts fundraising, with related understanding and experience in all phases of successful fundraising campaigns.
- Understands and has experience in building and fostering relationships with donors, volunteers, and prospects.
- Has exceptional written and verbal communication skills and has mastered the art of telling an organization's story.
- Holds a college degree and has at least 5 years of financial development experience.
- Demonstrates the sound judgment, administrative skills, and data management necessary to effectively execute a major gifts fundraising strategy.
- Is willing and able to travel regularly to meet with other staff members, volunteers, donors and prospects.

### **Compensation**

The Development Director's salary and overall compensation will be commensurate with the experience and background of the successful applicant. Elon Homes and Schools for Children offers an excellent benefits package.

### **Application Process**

To apply, send cover letter and resume to:

Elon Homes and Schools for Children Search Committee  
c/o Armstrong McGuire & Associates, LLC

P.O. Box 6485  
Raleigh, NC 27628

- or -

[elon@amapag.com](mailto:elon@amapag.com)

Reviews of candidates will begin immediately and continue until position is filled.