



## Position Description

<b>Title</b>	Director of Donor Engagement
<b>Salary</b>	Band 11 (\$57,720 - \$92,130, commensurate with experience)

### Mission & Vision

The mission of RMHC is to create, find, and support programs that directly improve the health and well-being of children and their families. Our vision is a world where all children have access to medical care and their families are supported and actively involved in their children's care.

### Organization

Ronald McDonald House Charities of the Triangle provides a "home away from home" for families of seriously ill or injured children from across North Carolina and beyond who are receiving specialized medical care at Triangle NC area hospitals. With 103 bedrooms, Ronald McDonald Houses located in or near UNC, Duke, and WakeMed Children's Hospitals provide residential hospitality, meals, and social support while keeping families together during their child's medical crisis, easing their financial burdens and providing stability. Ronald McDonald Family Room programs at our partner hospitals provide additional in-hospital support of community volunteers and donors. [www.RMHCT.org](http://www.RMHCT.org)

RMHC has an operating budget of approximately \$5 million, primarily funded with philanthropic gifts. Annually, more than 30% of RMHC Triangle support comes as a result of major gifts strategies and an additional 10–15% of total donations received are from McDonald's-related sources. The remaining contributions are received from the broader community including individuals, companies, organizations, and foundations, and from RMHC and community events.

### Position Summary

The Director of Donor Engagement (Director) plays an important role in advancing the RMHC Triangle mission and is a member of the Development and Communications Team. Reporting to the Chief Philanthropy Officer and working in close collaboration with the VP of Donor Engagement, the Director is a full-time staff member whose work contributes toward meeting annual, capital, and endowment fundraising goals and engages supporters in planned giving.

The Director's primary role is managing a portfolio of donors, implementing strategies including qualifying, cultivating, soliciting and stewarding major and planned gifts from all constituent types including individuals, companies, organizations and foundations.

The Director provides leadership, direction, engagement, and recruitment for the Red Shoe Crew, a dynamic group of corporate leaders who are committed to RMHC Triangle. This position also serves as a resource and support for leadership volunteers, such as the Board of Directors and Resource Development Committee. The Director also participates in strategies for and relationship with McDonald's.

In collaboration with the Development and Communications Team, the Director will help broaden the organization's visibility, strengthen relationships with donors, and raise the philanthropic support needed to carry out our important mission. The Director serves as an ambassador of the organization's culture and is vital to the growth and support of relationships with key stakeholders and new financial supporters. Through this work, the Director helps position RMHC of the Triangle as a charity of choice in our community.

## **Essential Functions & Responsibilities**

### Impact Gifts Strategy

The Director of Donor Engagement works collaboratively with the Chief Philanthropy Officer and VP of Donor Engagement to develop impact gift strategies for all constituent groups. The Director helps develop income projection goals and budgeted expenses for the impact gifts function. This position also helps identify and refine major donor offerings.

### Relationship Management

The Director participates in the cultivation, solicitation, and stewardship of all types of giving, including general operating (e.g. adopt-a-room, Giving Hearts, & Red Shoe Crew), event sponsorships, new programs, capital projects, endowment and planned giving from all constituent types (individuals, companies, organizations, and foundations). The Director manages a caseload of qualified donors, helping to advance their relationship with, engagement in, and support of RMHC Triangle.

- Use the Veritus Group method to qualify and steward a caseload of 150 major donors (donors at the \$2,500+ level)
- Develop customized strategies and plans to identify, cultivate, engage, solicit, and steward qualified donors and prospects within the portfolio using the Veritus Group method; Document plans and activities in RMHC Triangle's CRM.
- Work in collaboration with Director of Development & Communications to complete and submit funding applications.
- Provide meaningful major donor stewardship that cultivates deeper ties with donors.
- Participate in all major donor-related activities, such as Red Shoe Crew activities, house parties, Giving Hearts recognition events, etc.
- Monitor and provide regular reports on the progress of the portfolio of donors. Identify new case statements needed to advance the RMHC mission.

### Red Shoe Crew

Working in collaboration with the Chief Philanthropy Officer and VP of Donor Engagement, the Director provides leadership and develops strategies for the Red Show Crew, a dynamic group of corporate leaders engaged in the RMHC Triangle mission.

- Serve as the primary contact and provide support for Red Shoe Crew volunteer leadership to provide meaningful opportunities for engagement.
- Support the recruitment of and solicit new Crew members, as well as help renew existing members. Help establish and meet growth goals for the Crew.
- Manage and implement the onboarding process of new members.
- Serve as a liaison between Crew leadership and the RMHC Operations team on special projects.

### Special Projects & Constituents

The Director plays an important role in all aspects of the impact gifts program. In this role, the Director collaborates with other members of the team and with volunteer leadership on all major fundraising initiatives, include annual/ongoing projects such as the annual board appeal and all aspects of the McDonald's relationship (owner/operators, managers, crews and on programs such as Round-Up), as well as on special projects such as fundraising for new programs and capital projects.

### **Expectations of RMHC Triangle Team Members**

- Be an active, contributing member of the RMHC Triangle's Top 5 Team
- Adhere to the RMHC Triangle's Commitment to Excellence
- Respect and understand the differences between positions
- Be willing to pitch in and help in areas that do not fall directly within your position's responsibilities

### **Qualifications**

- High energy and passion for the RMHC mission.
- Five or more years of nonprofit fundraising experience.
- Bachelor's degree required. Master's degree/CFRE desired.
- Demonstrated success in cultivating and growing donor relationships and securing major gifts from individuals, corporations, and foundations through major and planned gift solicitation. Skill in the Veritas Group's permission-based asking model preferred.
- Proficient in Microsoft 365 applications (Word, Excel, Power Point, Sharepoint) and CRM software (Salesforce preferred).
- Excellent written, oral and interpersonal communication skills, both written and oral; ability to influence and engage a wide range of donors and build long-term relationships.
- Critical thinker with a flexible and adaptable style; able to carry out both strategic and tactical major gift fundraising initiatives.
- Ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within and outside RMHC.
- Ability to construct, articulate, and implement a strategic and comprehensive major gifts plan.
- Strong time management skills with exceptional attention to detail.
- Attitude of continual improvement and desire to be a part of a "Top 5" team of excellence
- Strong focus on our RMHC primary customers: guest families, donors and volunteers.
- Valid Driver's License

For more information & to apply, visit: <https://rmhctriangle.org/job-openings/>