



Annual Giving Director

Ronald McDonald House Charities of Richmond seeks a confident, detail-oriented development professional to join our development team as an Annual Giving Director.

The Annual Giving Director leads the annual, unrestricted giving program for the organization, which includes cultivating, stewarding and soliciting a portfolio of current and potential donors. The Annual Giving Director will initiate and cultivate relationships with mid-level donors that serve as RMHC Richmond's major donor pipeline.

Duties Include:

- Create and manage a yearly plan to grow Annual Fund giving.
- Steward a rotating portfolio of 75+ donors to encourage consistent giving through presentation of compelling ideas to renew and increase individual giving. Work with leadership team to identify the most promising prospects.
- Identify and cultivate potential donors through personal contact and engagement including in-person meetings and on-site initiatives, as well as video chat, phone, email, direct mail and through social media.
- Identify and cultivate a pool of donors \$250 – \$999. Offer opportunities to increase giving to the Cornerstone Society (\$1,000+) level.
- Work with staff and board to identify and cultivate potential donors.
- Manage Annual Fund solicitations and stewardship during the year, including drafting solicitations. Collaborate with Data Manager to analyze results and coordinate acknowledgements.
- Lead the team to execute an annual multi-channel solicitation and stewardship plan, including an end-of-year campaign.
- Create and carry out ongoing strategy for LYBUNTS and lapsed donor categories.
- Collaborate with Data Manager to analyze campaign results and determine where the greatest donor cultivation and solicitation efforts should be directed.
- Serve as point of contact for all Annual Fund activities.
- Develop annual cultivation event for Annual Fund Donors in collaboration with Special Events Manager.
- Collaborate with program team and Content Manager to cultivate relationships with alumni families in order to collect family stories and media assets for newsletters and solicitations.



**Ronald McDonald
House Charities®**
Richmond

Qualifications

Three to five years demonstrated experience and success in managing a portfolio of donors through communications and personal contacts. The ideal candidate will possess an attention to detail and be highly organized with excellent project management skills. Must have a customer service outlook and an ability to connect with donors and volunteers – a networking mindset is a plus.

The Annual Giving Director will possess strong interpersonal and strategic thinking skills as well as the ability to manage multiple projects simultaneously. Experience in Blackbaud or Raiser's Edge and Microsoft Office Suite strongly preferred. Canva and Adobe Creative Suite as well as design experience a plus.

Salary

Commensurate, based on experience.

Benefits

Health, vision, dental, 403 b plan, paid time off, including vacation and sick leave.

How to Apply

Send a cover letter and resume to: Jay@rmhc-richmond.org by May 20th. No phone calls please.

EEOC – Candidates from diverse backgrounds encouraged to apply.

Ronald McDonald House Charities® of Richmond (RMHC Richmond) is an independent, non-profit chapter of Ronald McDonald House Charities. We provide a "home-away-from-home" for families with children receiving care at local area hospitals throughout the Richmond region. RMHC Richmond eases the hardship that families caring for sick children often face, through programs that directly improve the health and well-being of children.

For more information, please visit our website at rmhc-richmond.org.

4/18/2022