

**POSITION DESCRIPTION**  
**The Salvation Army**  
**Greater New York Divisional Headquarters**  
**120 W. 14<sup>th</sup> Street, New York, NY 100114**



**Job Title:** Donor Relations Director (DRD)

**Job Classification:** Exempt

**Department:** Development

**Date:** June 2019

**Reports To:** Director of Major Gifts

**GENERAL PURPOSE OF JOB**

The Donor Relations Director (DRD) will play an integral role in the success of this Divisions' fund development efforts, specifically leading in all major gift strategies and communication with an assigned caseload of donors. The DRD will bear the sole responsibility for managing the assigned major donor caseload to achieve divisional fundraising goals. He or she will be in command of a high-end portfolio of donors and prospects within a specified geographic area. In this role, the DRD will identify, cultivate, solicit, steward, and upgrade major gift prospects and donors, acting as the primary contact between The Army and all major donors.

The DRD will work with program and command staff to understand and be able to present the comprehensive needs of the Division for funding. THQ Development Department (especially the Territorial Associate Director of Major Gifts) will offer guidance and support with training and goal setting and ongoing coaching.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Establishes and creates a strategic communications plan to identify, educate, cultivate and solicit gifts for all major donors assigned each fiscal year.
2. Manages a caseload of 100-150 major donors who have the potential to contribute at least \$10,000, working toward 6 and 7 figure gifts.
3. Follows the developed communications plan that is specific to each donor.
4. Establishes and works to meet annual goals for each major donor, for their caseload, and for the major gifts program as a whole each year.
5. Leads in all one-to-one solicitation, gift acknowledgement and stewardship communication, traveling as necessary.
6. Works in close conjunction with other fund development officers, ensuring collaboration between direct mail, foundation, corporate, grant writing and planned giving efforts.
7. Helps shape overall policies and strategies to continually increase major gifts revenue and program growth.
8. Provides assistance and leadership for written proposals for major donors. Develops customized cultivation and solicitation approaches.
9. Assume other responsibilities as assigned by the Director of Major Gifts

**QUALIFICATIONS, SPECIAL SKILLS, KNOWLEDGE AND ABILITIES**

1. A heart for The Salvation Army's mission.
2. Bachelor's degree and a minimum of three years' experience in a non-profit fundraising role with a proven record of success.
3. Effective interpersonal skills and excellent written and oral communication abilities.
4. Proven expertise in building and maintaining positive relationships with diverse individuals.
5. The selected candidate should enjoy problem solving and should exude energy and initiative.
6. Understanding and appreciation for the complex nature of this job and occasional requirements to work nights and weekends in order to engage with donors.

7. A high level of comfort with direct donor interaction, including discussions of personal and family finances and asking for money is a must.
8. Team Player.
9. Able to work independently in a complex environment, managing multiple projects and conflicting priorities.
10. Willingness to travel/drive regularly. Must have valid Drivers License.
11. Demonstrated ability to set and achieve goals as well as meet deadlines.
12. A proficiency in Word and Excel, as well as experience with donor tracking and/or database software is preferred.

## **GENERAL STATEMENTS**

1. The DRD shall refrain from any activity that may be construed as, or lead to, a conflict of interest, i.e., sales of securities, real estate, insurance, etc. Where such training, licensor, and experience may have been acquired from previous employment, she/he shall, under no circumstances use Salvation Army contacts or resources or represent The Salvation Army in any process for personal gain.
2. The DRD shall refrain from executing any legal documents on behalf of The Salvation Army.
3. The DRD shall refrain from investing or subordinating funding rightly belonging to The Salvation Army.
4. The DRD shall refrain from any personal gain because of donor contacts. She/He shall not accept any gratuities or gifts or allow bequests or remainder interests to accrue to any individual affiliated with or representing The Salvation Army.
5. The DRD shall maintain confidentiality of all information received in view of her/his position and shall not, at time of termination as an employee of The Salvation Army, remove any records, documents, software or other programs that shall be construed to be the property of The Salvation Army.
6. The DRD shall comply with guidelines relating to budget, expenditures and accountability of same.
7. The DRD shall comply with guidelines relating to activity and achievement reporting including periodic personnel conferences with supervisory staff.

*Salvation Army Mission Statement*

*The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.*

**I have read and understand the job description set forth above. I agree to carry out the responsibilities associated with the position. Furthermore, I have read and will work in accordance with the mission statement set forth above.**

**Employee Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Department Head** \_\_\_\_\_ **Date** \_\_\_\_\_

**Divisional Officer** \_\_\_\_\_ **Date** \_\_\_\_\_