

ACHIEVE COMMUNITY ALLIANCE

JOB DESCRIPTION

JOB TITLE: Director of Development

COMPONENT: Administration

REPORTS TO: Chief Development Officer

SUMMARY: Develop, strategize, and raise the funds necessary to increase the organization's non Medicaid revenue.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. ANNUAL GIVING STRATEGY AND EXECUTION

- A. Develop, implement, and manage a comprehensive annual giving strategy designed to grow unrestricted revenue, acquire new donors, increase donor retention, and build a sustainable pipeline of future mid-level and major donors.
- B. Design and execute a coordinated annual calendar of fundraising campaigns, appeals, renewals, stewardship, and cultivation touchpoints across multiple channels, including direct mail, email, digital fundraising, social media, online giving, and other emerging platforms.
- C. Lead the planning and execution of ACA's annual fundraising appeals, including year-end giving, seasonal campaigns, special appeals, and other targeted fundraising initiatives.
- D. Lead ACA's annual Giving Tuesday strategy, including campaign development, storytelling, donor engagement, matching gift opportunities, digital promotion, and post-campaign stewardship.
- E. Manage ACA's online giving presence, including donation pages, fundraising platforms, digital campaigns, peer-to-peer fundraising opportunities, and strategies to optimize the donor experience.
- F. Write and manage fundraising communications, including email solicitation and stewardship campaigns, working closely with the marketing and communications team to develop compelling donor-centered messaging.
- G. Utilize donor segmentation, audience targeting, testing, and performance analysis to improve fundraising results and donor engagement.
- H. Plan and execute direct mail appeals, including audience segmentation, list management, messaging, creative coordination, response tracking, and campaign analysis.
- I. Establish annual revenue goals and performance benchmarks for annual giving campaigns and regularly monitor progress, identify opportunities, and recommend adjustments.
- J. Develop and grow a recurring/monthly giving program that creates predictable revenue, strengthens donor loyalty, and improves long-term donor retention.
- K. Develop strategies to acquire, retain, renew, and upgrade donors through coordinated multichannel fundraising campaigns.

2. MID-LEVEL GIVING AND DONOR PIPELINE DEVELOPMENT

- A. Build and manage ACA's mid-level giving program, focused on strengthening relationships with donors who demonstrate the capacity and affinity to provide increased

- philanthropic support.
- B. Develop strategies to identify, cultivate, solicit, steward, and upgrade mid-level donors, creating a clear bridge between the annual giving program and the major gift portfolio.
 - C. Analyze ACA's donor database and giving history to identify donors with increased giving potential and opportunities for deeper engagement.
 - D. Develop individualized or segmented cultivation strategies for mid-level donors, including personalized communication, impact reporting, special invitations, leadership engagement opportunities, and other meaningful touchpoints.
 - E. Create and maintain a distinct stewardship experience for mid-level donors that is more personalized than broad-based annual giving while preparing donors for potential future major gift relationships.
 - F. Identify annual and mid-level donors with major gift potential and collaborate with the Chief Development Officer to transition qualified prospects into the major gift pipeline.
 - G. Maintain accurate donor records, prospect information, engagement notes, and moves management activity to support effective donor cultivation and pipeline development.
 - H. Regularly evaluate the donor pipeline and provide recommendations to the Chief Development Officer regarding donor acquisition, retention, upgrades, and major gift prospect development.

3. FUNDRAISING EVENTS AND COMMUNITY ENGAGEMENT

- A. ACA produces an annual signature fundraising event, the Voices of Achieve Luncheon. Additional microevents, community gatherings, and fundraising opportunities may be developed to increase awareness, engage new audiences, and strengthen relationships with donors and community partners.
- B. Assist in the planning and execution of ACA's signature fundraising event and other development-related events, working collaboratively with the Chief Development Officer, Development Committee, staff, volunteers, and community partners.
- C. Support the full event lifecycle, including planning, budgeting, logistics, sponsorships, donor engagement, volunteer coordination, program development, and post-event stewardship.
- D. Develop and manage strategies to maximize fundraising revenue and donor engagement through events while ensuring events support ACA's broader fundraising and relationship-building goals.
- E. Assist in developing and managing event committees, volunteer leadership, and community ambassadors to expand ACA's reach and deepen community ownership.
- F. Evaluate fundraising events and community engagement activities and provide recommendations regarding revenue potential, donor engagement, return on investment, and future opportunities.
- G. Support the development of microevents and other community-based opportunities designed to introduce new audiences to ACA, cultivate prospective donors, and strengthen the donor pipeline.

4. CORPORATE SPONSORSHIPS AND COMMUNITY FUNDRAISING

- A. Develop and implement strategies to grow corporate sponsorship revenue in support of ACA's fundraising events, programs, and community initiatives.
- B. Identify, research, cultivate, solicit, and steward corporate sponsors and community partners in collaboration with the Chief Development Officer.
- C. Develop compelling sponsorship packages and proposals that clearly communicate the value and impact of partnership with ACA.
- D. Manage sponsorship fulfillment and ensure sponsors receive timely and meaningful recognition across event materials, signage, communications, social media, and other appropriate channels.

- E. Build relationships with local businesses, community organizations, civic groups, and other partners to increase awareness of ACA and identify new fundraising opportunities.
- F. Develop and support community fundraising initiatives, including third-party fundraising, peer-to-peer fundraising, workplace giving, employee engagement opportunities, and other community-led efforts.
- G. Create tools, resources, and processes that enable individuals, businesses, and community groups to successfully raise funds on behalf of ACA.
- H. Track and evaluate community fundraising and sponsorship activity to identify successful strategies and opportunities for growth.

5. DONOR RELATIONS AND STEWARDSHIP

- A. Ensure timely, accurate, and donor-centered acknowledgment of gifts and meaningful communication with annual and mid-level donors.
- B. Develop and implement a comprehensive stewardship strategy designed to recognize, retain, and deepen relationships with donors at every level.
- C. Create meaningful opportunities for donors to understand the impact of their philanthropy through stories, impact reports, program updates, personal communication, and other stewardship activities.
- D. Develop and manage donor recognition programs, giving societies, and other opportunities that encourage donor loyalty and increased philanthropic investment.
- E. Partner with program and communications staff to collect and share compelling stories that demonstrate the impact of donor support.
- F. Monitor donor retention, renewal, and upgrade rates and recommend strategies to strengthen long-term donor relationships.
- G. Ensure donors receive appropriate recognition and stewardship following fundraising campaigns, events, sponsorships, and community fundraising initiatives.

6. DATA, REPORTING, AND FUNDRAISING OPERATIONS

- A. Maintain accurate and up-to-date donor and prospect information within ACA's fundraising database.
- B. Utilize fundraising data to identify trends, measure campaign performance, evaluate donor behavior, and inform fundraising strategies.
- C. Prepare regular reports on annual giving, campaign performance, donor retention, recurring giving, mid-level giving, sponsorships, events, and donor pipeline activity.
- D. Establish and monitor key performance indicators and benchmarks to evaluate fundraising effectiveness and progress toward revenue goals.
- E. Work collaboratively with the Chief Development Officer to develop annual fundraising goals, budgets, projections, and strategies.
- F. Identify opportunities to improve fundraising processes, systems, and donor experiences to support the continued growth of ACA's development program.

7. COLLABORATION AND OTHER RESPONSIBILITIES

- A. Work collaboratively with the Chief Development Officer and other members of the Development and Marketing/Communications teams to ensure fundraising strategies are integrated with ACA's broader organizational goals.
- B. Serve as a positive and knowledgeable ambassador for ACA, representing the organization at community events, meetings, donor gatherings, and other appropriate opportunities.
- C. Build and maintain strong relationships with donors, volunteers, community partners, corporate sponsors, and other stakeholders.

- D. Participate in development planning, departmental meetings, organizational initiatives, and other activities that support ACA's mission and strategic priorities.

8. Performs all other duties as assigned.

MISCELLANEOUS FUNCTIONS – additional performance indicators:

- a. Timely Completions of Assignments
- b. Attendance and Punctuality
- c. Responsible and dependable
- d. Teamwork and Cooperation
- e. Integrity and Honesty
- f. Initiative and Problem Solving
- g. Diligent, Competent, and Quality
- h. Professionalism
- i. Courteous Service and Respectful
- j. Communication Skills
- k. Follows Instructions and Flexible
- l. Sound Decisions and Actions
- m. Compliance – Observes aca policies, procedures, & practices. Adheres to ACA mission and core values including mutual respect/mutual purpose. Remains current on required documentation and training.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty competently. The requirements listed below are representative of the minimum levels of knowledge, skills, and/or ability required. Strong communication skills, including written, interpersonal, and verbal. Excellent presentation skills. Have knowledge and experience in fundraising theories, principles, and procedures. Ability to plan and execute fundraising events. Strong organizational, marketing and analytical skills. Superb project management skills, including planning, prioritizing, time management, budgeting, coordinating, accountability, and reporting. Must be reliable, team, detail, and deadline oriented. Flexible multitasker. Service oriented- comfortable with taking direction from others and embraces diversity. Resourceful in problem solving. Ability to quickly absorb and apply industry information. Ability to learn and quickly adapt to emerging technology as well as interpretation of data, apply logic and trouble-shoot

Education:

Bachelor's degree from an accredited college or university.

Experience:

Minimum of 5 – 7 years of fundraising experience, with demonstrated success in annual giving, direct mail, or digital campaigns in a nonprofit setting. Strong writing skills – ability to craft an appeal letter that moves people to give. Comfort with donor databases and fundraising technology (Raiser's Edge, Salesforce NPSP, Bloomerang, or similar) Experience with email platforms (Mailchimp, Constant Contact, or similar) preferred. Background in peer-to-peer fundraising, Giving Tuesday campaigns, or social fundraising, familiarity with the disability services sector or other health/human services nonprofits also preferred. Demonstrated success planning and executing fundraising events 200+ attendees, including sponsorship development and day of revenue activation. Highly organized and self-directed with the ability to manage a complex, deadline-driven calendar.

Language Skills:

Ability to read and understand Agency and other related regulations. Ability to communicate effectively with co-workers, customers, regulatory agencies, and the general public. Excellent writing, editing, and proofreading skills

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Requirements may be modified to accommodate individuals with disabilities. While performing the duties of this job, the employee regularly required to travel throughout the community. The employee must also maintain as applicable, necessary documentation in accordance with standards an appropriate state regulatory agencies. Lifting/pushing/pulling weight up to 50 lbs. occasionally.

Other:

Travel to other ACA locations across the state including central, northeast & northwest Arkansas. Must have a valid Arkansas Driver's license and reliable transportation.

I certify that I have read and reviewed the job description for the position and have been informed of the essential functions of the job and can perform them without accommodation.

Employee's Signature

Date

Employee Name (Please Print)

Administration Signature

Date