



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

Job Title: **Director of Mission Advancement**

FLSA Status: Exempt

Revision Date: May 2019

Reports to: CEO

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### **POSITION SUMMARY:**

The Director of Mission Advancement provides strategic leadership to secure resources and support for philanthropic endeavors to advance the YMCA's mission. Promotes and positions the YMCA as a "charity of choice" for the investment of donations within our community.

### **ESSENTIAL FUNCTIONS:**

1. Positively models and reinforces YMCA's values within the organization and the community.
2. Provides internal strategic consulting with expertise on fundraising. Develops appropriate fundraising policies and procedures for the association. Provides reports as needed and requested. Directs, tracks and coordinates association fundraising through:
  - a) Developing stewardship strategies and actively identifies, cultivates and solicits major gift prospects. Maintains database resource file on top community leaders and corporations
  - b) Building the planned giving program with a focus on deferred gifts such as bequest expectancies
  - c) Directing campaigns and other major fundraising drives
  - d) Collaborating in fundraising special events
  - e) Collaborating in employee and community impact and fundraising drives
  - f) Identifying, preparing and coordinating proposals for grants from government sources and private foundations
3. Effectively communicates the benefits and impact of the Y's efforts within the community in accordance with strategic and operation plans. Vigorously builds and nurtures strategic relationships to enhance support for the Y. Makes public appearances/accepts speaking engagements to share information about the Y with the community
4. Strongly collaborates with the Marketing and Communication Department to develop communication plans to ensure members, participants, employees and the community understand the case for support. Oversees the creation of publications to support fund raising activities
5. Develops systems and manages resources needed to carry out the fundraising plans. Develops, monitors, and administers annual operating budget, operating goals, and plans for the Mission Advancement department
6. Along with the Director of Marketing and Communications, serves as primary staff to the Communications Committee and other assigned committees of the Board of Directors. Develops strategies to increase volunteer involvement at all levels of fundraising
7. Perform all other duties as assigned

### **YMCA COMPETENCIES (Multi-Team or Branch Leader):**

*Mission Advancement:* Reinforces the Ys values within the organization and the community. Effectively communicates the benefits and impact of the YMCAs efforts for all stakeholders. Implements effective systems to develop volunteers at program, fundraising, and policy leadership levels. Secures resources and support for all philanthropic endeavors.

*Collaboration:* Develops strategies to ensure staff and volunteers reflect the community. Builds

and nurtures strategic relationships to enhance support for the YMCA. Serves as a community leader building collaborations based on trust and credibility to advance YMCA mission and goals. Communicates for influence to attain buy-in and support of goals. Provides tools and resources for the development of others.

*Operational Effectiveness:* Integrates multiple thinking processes to make decisions. Involves members and community in the development of programs and activities. Ensures execution of plans. Institutes sound accounting procedures, investment policies and financial controls. Assigns clear accountability and ensures continuous improvement.

*Personal Growth:* Fosters a learning environment embracing diverse abilities and approaches. Creates a sense of urgency and positive tension to support change. Anticipates challenges that can sidetrack or derail growth and personal learning. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.

### **QUALIFICATIONS:**

1. Exceptional analytical, relationship-building and interpersonal skills. Must have strong interpersonal skills with the ability to build rapport and credibility as a community leader within Fond du Lac. Must also have established communication skills, including the ability to make presentations and handle media inquiries.
2. Proven leader in strategic planning, external engagement, and process management. Bachelor's degree in related field preferred. Minimum of 5 years professional fundraising experience and a demonstrated track record of strategy success. Must be confident, high energy, and passionate for mission driven non-profit work.
3. Proven entrepreneurial spirit with the ability to work in highly flexible, rapidly changing work environment. Proficiency in fundraising data collection, analysis and reporting tools. Must be business savvy, organized, able to handle several tasks simultaneously, and able to integrate multiple thinking processes to make decisions.
4. Results-oriented leader with a high sense of urgency and strong economic and societal acumen. Strong project management skills, analytical skills, creativity and resourcefulness in formulation of approaches to increase Y brand awareness and appreciation.

### **SEND COVER LETTER, RESUME, AND SALARY REQUIREMENTS TO:**

Fond du Lac Family YMCA  
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