



JOB DESCRIPTION

TITLE: Director of Donor Engagement

ORGANIZATION: Whatcom Council on Aging (WCOA)

REPORTS TO: Executive Director (ED)

STATUS: Full Time, Exempt

SALARY/WAGE RANGE: \$80,000 - \$100,000 (DOE / DOQ)

THE ORGANIZATION:

The Whatcom Council on Aging, in partnership with the people we serve, offers nutritional, health, social, recreational, and educational programs that promote lifelong independence for seniors.

SUMMARY OF POSITION:

The Director of Donor Engagement, in collaboration with the WCOA Board and staff, is responsible for the identification, cultivation, solicitation and engagement of high-level donors and stakeholders. He/she identifies and manages relationships with individuals, corporations, and foundations who have capacity to provide financial support and connects the Whatcom Council on Aging mission to these funding sources. This role serves on the WCOA Senior Leadership Team and is a key player in achieving the strategic vision outlined by the Board.

This is a new role for the WCOA, and an opportunity for a proven relationship-building, cause driven leader to design and implement a comprehensive development plan which maintains the fiscal health of the organization and provides future financial resources for growth and expansion. This person will implement community-wide fundraising initiatives including major gifts solicitations (\$1,000+), annual campaigns, planned giving, special events, and capital and endowment campaigns. The role serves as staff liaison to the Board Philanthropy Committee. We seek a technology savvy leader who will select and oversee new donor management software installation.

DUTIES AND RESPONSIBILITIES:

- Responsible for Annual Campaign revenue in excess of \$600,000 with expectations for significant annual growth in both fund-raising totals and number of donors.
- Develop an Annual Campaign plan and work directly with the Board and ED to implement.
- Create funding targets, establish tracking tools, and monitor progress.
- Develop and implement a cause-driven, results-oriented case that aligns with our mission and vision.
- Schedule fundraising and cultivation meetings and make face-to-face asks.
- Seek, apply for, and manage grant funding.
- Design and implement marketing programs and special events to maximize donor engagement.
- Select, implement, and maintain a donor database to optimize donation tracking and donor cultivation.
- Recruit campaign leadership and volunteers for major gift and special events teams.
- Create job descriptions to set expectations and hold volunteers accountable.
- Support the Board Philanthropy Committee and other volunteer structures that assist in fund-raising and cultivation. Set meetings, create agendas, and provide timely communication of action steps.
- Create and facilitate campaign training and produce realistic action plans for volunteers and staff.
- Research and identify donor prospects, compile briefings for face-to-face solicitations and track results.
- Responsible for confidential donor information. Ensure sensitive information is stored securely and shared appropriately.

- Collaborate with partner senior centers on joint asks of donors with connectivity to multiple locations.
- Develop retention and growth strategies to increase annual campaign donors and sponsors.
- In partnership with the WCOA Administrative Assistant, develop and implement a comprehensive donor acknowledgement and cultivation calendar, ensuring all donors are thanked multiple times annually.
- Assist with WCOA board development efforts, identifying, cultivating, and submitting board candidates.
- Other duties as assigned.

MINIMUM QUALIFICATIONS & EXPERIENCE:

Education & Experience

- Four-year degree in a related field.
- 3+ years of donor or customer relationship management experience.
- 5+ years experience in fundraising, special events, and the recruitment / engagement of volunteers preferred.
- Experience in grant writing and reporting preferred.
- Capital campaign experience preferred.

Knowledge, Skills & Abilities

- Demonstrates confidence in face-to-face solicitation and has portfolio management experience.
- Self starter with drive, motivation and proven history of reaching / exceeding fundraising goals.
- Excellent interpersonal skills to develop fruitful, sustainable relationships.
- Professional presence with key stakeholders and possess the ability to influence without authority.
- Strong written and oral communication skills.
- Possess excellent leadership and organizational skills
- Must be able to manage multiple priorities and project initiatives at the same time.
- Works well under pressure and possess effective time management skills.
- Strong computer skills in all Microsoft applications (Word, Excel, PowerPoint, Outlook email).
- Working knowledge of donor databases or financial development software.
- Exercise sound judgement with the handling and managing of confidential information.
- Required to show proof of COVID-19 vaccination.

BENEFITS

- Health and dental insurance.
- Generous paid time off plan.
- Retirement plan - Employer matching after one year of employment.
- Employee Assistance Program (EAP).

The statements contained herein reflect general details as necessary to describe the principal functions of the job, the level of knowledge and skill typically required and the scope of responsibility but should not be considered an all-inclusive listing of work requirements. Individuals may be asked to perform other duties as needed.

It is the policy of the Whatcom Council on Aging to not discriminate in services and employment. The WCOA complies with Section 504 of the Rehabilitation Act of 1973 and Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act of 1990.