



**Position: Capital Campaign Director**

**Reports to:** Chief Advancement Officer (CAO)

**Education:** Bachelor's Degree

**Relevant Work Experience:** 5-7 years prior experience with donor stewardship and major gifts Moves Management or similar process, prospect research and campaign management. Advanced knowledge of donor management systems is required, Blackbaud product knowledge and experience, including Raiser's Edge is required.

**Schedule and Status:** Full-time, Exempt

**Salary:** Competitive and Negotiable

**Overview:** The Capital Campaign Director is a full-time, salaried position and reports to the Chief Development and Communications Officer (CAO). The primary responsibilities of the Capital Campaign Director are to ensure all aspects of the major gifts program and capital campaign(s) move forward, data is captured accurately, and individualized strategy is created for the organization's portfolio of major donors. This includes day-to-day details of campaign implementation, arrangements and notifications for meetings, campaign correspondence, monitoring gift and pledge records and conducting prospect research, as well as being the lead in database administration. This position will work with a variety of campaign volunteers, consultants and donors. Additionally, the Capital Campaign Director will maintain a portfolio of major donors and is responsible for cultivation and stewardship of this portfolio. The Capital Campaign Director is accountable to the CEO for stewardship of the mission statement.

**Essential Functions:**

**Major Gifts**

1. Lead and administer Moves Management with regard to major donors and prospects.
2. Conduct detailed donor research on current/prospective donors.
3. Work closely with the Development and Communications team and others to manage relevant donor information and ensure its accuracy in the database.
4. Assist in the creation and implementation of department goals, objectives and timelines.
5. In conjunction with the CEO and CAO, the Capital Campaign Director will maintain a portfolio of major donor prospects and be responsible for cultivation, stewardship, retention and upgrading while supporting the creation and implementation of major gifts strategy across the organization for all gift officers.
6. Participate in bi-weekly moves management meetings and work with CEO and CAO to identify prospective capital campaign and other major donors.

**Data Administration, Management and Supervision**

7. Prepare analysis of RMHC donor data trends and reports, proactively offering insight that will impact development operations and relationship management practices.
8. Participate in and give feedback on calendar for development and communications office that includes all donor relations and direct mail activity for the year – coordinated with CDCO, Director of Development and Communications and others on the team.
9. Serve as point person for RMHC staff members working in the Blackbaud system including providing the appropriate training, creating dashboards and overseeing database privileges.

10. Oversee stewardship process for annual campaign in collaboration with Donor Database Manager and other team members, ensuring accuracy and providing necessary information to board, committees and staff.
11. Supervise the Donor Database Manager in accordance with RMHC CTX policies and procedures. Collaborate with him or her individually and collectively to meet annual revenue, communications and other departmental objectives. Consciously create a workplace culture that is consistent with that of RMHC CTX and that emphasizes its identified mission, vision, guiding principles and values of RMHC CTX. Identify staff development and training needs and provide solutions. Conduct annual staff performance reviews that provide overall context and framework to encourage employee contributions and includes goal setting, feedback and performance development planning.

### **Capital Campaign(s)**

12. Schedule, attend and support all capital campaign planning and Steering Committee meetings.
13. Prepare all lists, reports and profiles concerning campaign prospects.
14. Conduct ongoing ethical prospect research.
15. Manage and maintain records of cultivation strategies, evaluations, solicitations, contact reports and results of all contacts with campaign prospects.
16. Produce all capital campaign packets for prospect and donor visits with supporting documentation and follow-up correspondence.
17. Produce all campaign correspondence including letters of acknowledgment.
18. Maintain records regarding campaign gifts and pledges including payment schedules and the production of pledge reminders for outstanding pledge balances.
19. Handle any incidental details related to the campaign as specified by the CAO.

### **Requirements:**

1. Passion for the mission of Ronald McDonald House Charities of Central Texas.
2. Excellent written and verbal communication skills. Ability to communicate and collaborate effectively and appropriately with staff, donors, volunteers, prospects.
3. At least five years of advanced fundraising database management required. Work with Blackbaud's Raiser's Edge product required; advanced knowledge of queries, reports, imports/exports and lists and NXT required.
4. Five to seven years of experience in supporting major gift fundraising and concrete understanding of Moves Management.
5. Intermediate knowledge of prospect research process.
6. Excellent problem-solving and decision-making skills and sound judgment.
7. Ability to function as a collaborative team member.
8. Must be organized, have strong attention to detail, and be able to accept direction and to work independently.
9. Must maintain utmost discretion with regard to donor confidentiality and privacy.
10. Advanced knowledge of Microsoft Office required.
11. Some travel required. Some night and weekend work required.
12. Attend all events as support to other staff and volunteers to ensure exceptional execution of special events including Bandana Ball, Starlight Affair, Friends of the House and other 3<sup>rd</sup> party events. Participate in post event activities including stewardship and evaluating successes and challenges.
13. Be dependable, flexible, and highly sensitive to and supportive of the mission of Ronald McDonald House Charities of Central Texas.

Position description is for informational purposes and is not an exhaustive list of all responsibilities. Additional duties that are consistent with the responsibility level of this position may be assigned.

**Physical Requirements:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

Equal Opportunity Employment Statement: RMHC is committed to equal employment opportunity both in principal and in fact. All employment decisions including, without limitation, decisions regarding recruitment, selection, hiring, compensation, benefits, training, advancement, discipline, termination, layoff, return from layoff, and other terms, conditions and privileges of employment, are based on individual qualifications, without regard to race, color, religion, national origin, sex, age, disability, sexual orientation, marital status or any other status not listed here protected by law.