



Development Director

Organization: Ypsilanti Meals on Wheels (YMOW)

Classification: Full-time Salary Position

Compensation: \$90,000-\$105,000 based on experience and qualifications

Work Hours: Monday - Friday, 9:00 AM – 5:00 PM

Reports to: CEO

About YMOW:

Ypsilanti Meals on Wheels (YMOW) has proudly served the community for over 50 years by providing nutritious meals, social contact, aging-in-place supports, and other services. Our mission is to support homebound, ill and disabled senior neighbors, empowering them to live healthier, safer, and more independent lives.

Position Summary:

The Development Director oversees strategic planning and hands-on involvement in the areas of donor development and engagement, major gifts, annual fund, planned giving, corporate sponsorship and organization promotion. Reporting to the CEO, the Development Director collaborates with the Development and Marketing Committee.

What You Will Do

Leadership and Collaboration (20%)

- Working directly with the CEO, provide counsel on development issues and fundraising strategies
- Participate as an essential member of the leadership team
- Assist the CEO and others in translating YMOW's mission, vision and strategic plan into clear and compelling fundraising messaging and strategy
- Lead and collaborate with a volunteer Development and Marketing Committee
- Hire, train, mentor and supervise the performance of a part-time Development Associate
- Work in partnership with the CEO and volunteer Development and Marketing Committee Chair to set a strategic and productive direction
- Participate in identification, recruitment, and stewardship of Development and Marketing Committee members and ensure their effective engagement
- Report on ROI and projection of development activities regularly to the CEO, and monthly to the Board of Directors

Fundraising and Stewardship (45%)

- Lead strategy for increasing fundraising revenue streams in order to support short and long term goals

- Expand and refine the major gifts program, with direct responsibilities for identifying, cultivating, soliciting, and stewarding donors capable of contributing at an annual level of \$5,000 and above
- Expand the planned giving program, with a focus on deferred gifts such as bequests
- Maintain a portfolio of major and planned giving prospects along with engagement plans for each
- Grow and maintain donor relationships by arranging and participating in meetings with current and prospective donors and supporters on a continual basis
- Develop and maintain gift recognition programs
- Support grant manager with research, proposal writing, and reporting requirements
- Coordinate events and other major fundraising drives
- Assess and update fundraising systems and processes
- Ensure fundraising database (GiveSmart) is utilized effectively and donor data remains up to date
- Coordinate creation of materials to support fundraising activities

Planning, Assessment, and Budgeting (10%)

- Participate in the ongoing strategic planning process, working with the CEO to plan, implement and monitor short-term and long-term fundraising strategies, goals and tasks
- Collect, analyze and interpret fundraising-related data; create reports; communicate results
- Formulate recommendations and develop strategies based on data and constituent feedback
- Develop, manage, and monitor the annual fundraising budget, as well as budgets for campaigns and special fundraising initiatives

Marketing & Communications (20%)

- Develop and implement an annual marketing and communication strategy that aligns with the mission and brand standards
- Manage brand assets, ensuring consistency across all platforms and materials
- Maintain and enhance the YMOW brand; create graphic designs for print and digital use
- Provide oversight of external communications including coordination, production and distribution of materials such as newsletters and mailings
- Manage data and mailing lists
- Plan the annual engagement and event calendar; create digital presence for each event; develop, monitor, and report on event budgets and objectives ensuring promotional strategies align with the event's theme and target audience

Collaboration (5%)

- Provide support, training and collaboration with other team members on considerations necessary for grant requirements and writing.

What You Bring To The Job:

- Bachelor's degree or the equivalent combination of education and experience
- Minimum of 5-7 years of professional fundraising experience in not-for-profit settings, including a demonstrated success across a broad range of fundraising activities
- Collaborative, team-oriented personality and approach to professional responsibilities
- Proven track record of success in securing major gifts
- Proven track record of recruiting, supporting, motivating and working effectively with volunteers
- Demonstrated ability to formulate strategic plans, develop and implement programs, and evaluate the success of these initiatives
- Demonstrated ability to collect, analyze and interpret data; create reports; and communicate results and recommendations
- Highly effective and engaging communication, presentation, and interpersonal skills
- Excellent writing skills
- Strong analytical and problem-solving skills
- Effective planning and organizational skills
- Proficiency in fundraising database software, Microsoft, Outlook and Google Workspace

Preferred:

- Prior experience or affinity for working with older adults and others in need.
- Experience with GiveSmart or other fundraising software
- Ability to work the occasional nights, holidays and weekends when needed.

Additional Eligibility Qualifications A valid driver's license and a clean driving record with zero points is required. Must pass a pre-employment criminal background check.

Benefits:

- YMOW-subsidized healthcare, dental and vision coverage.
- YMOW-paid short-term disability coverage.
- 401(k) with up to 3% matching.
- Cell phone stipend.
- Paid holidays.

We look forward to receiving your application by June 4th or until the position is filled. As applications are received, they will be reviewed and acted on accordingly.

Additional Information:

The above duties are intended to describe the general nature of the position and are not exhaustive. YMOW reserves the right to modify or assign additional duties as necessary.