# Walla Walla Walla YMCA
# Job Description

**Job Title:** Donor Engagement Director          **Wage:** $55,000-$75,000 Annual Salary DOE/DOQ
**Reports to**: CEO                                             **Status:** Full Time / Non-Exempt
**Benefits:** Healthcare, Paid Time Off Retirement, YMCA Membership   **Open:** 1-21-25 until filled

**Position Summary:**
The Walla Walla YMCA seeks an experienced Donor Engagement Director to join our dynamic team. The Donor Engagement Director will design and implement strategies for recruiting new donors, increasing community and member engagement through consistent and compelling outreach, fundraising appeals and fun donor events. This position is key to the further expansion of our fundraising program & achieving our strategic goals. The ideal candidate will be a creative thinker, effective multi-tasker and able to thrive in a fast-paced growing environment.

**Key Responsibilities:**

**Fundraising Appeals**
- Work with CEO/CFO to conceptualize and create digital and direct mail appeals to reach current and prospective donors across multiple platforms.
- Target compelling communication and content strategically for unique stakeholder groups to support Y operations, capital campaigns and Endowment (estate planning).
- Build on the strengths of the existing fundraising program to develop an expanded approach in support of ambitious annual goals.
- Develop the Annual Campaign and manage its mailing
- Craft compelling messaging across various channels (email, phone calls, mail) to inform donors about the organization's work and inspire continued support
- Design and deliver capital campaigns for specific conservation properties.
- Lead the departmental goal of doubling donor engagement by 2026.

**Donor Stewardship**
- Identify potential donors, research their interests, and initiate personalized communication to cultivate relationships.
- Assist in the portfolio management of assigned donors and prospects, helping the board and staff to cultivate, solicit, and steward their support.
- Maintain accurate donor records in the Y's CRM system, tracking giving history, and utilizing data analysis to identify potential donors and inform engagement strategies.
- Contribute to ambitious organizational goal of expanding unrestricted fundraising from major donors by 25% over the next three years.
- Track key donor engagement metrics, evaluating the effectiveness of outreach efforts, and presenting findings to leadership

**Event Planning and Management**
- Plan and manage (in conjunction with staff) an annual calendar of events that complement and achieve fundraising and donor engagement goals and build member loyalty and retention.
- Enthusiastically interact with donors and guests in carrying out special events.
- Collaborate with staff on public programs and events.

- Event management duties include, but are not limited to, event planning and budgeting; engaging vendors; obtaining permits; recruiting and coordinating volunteers; guest list management, may occur after office business hours.

**Staff Management**
- Supervise the Y Program Marketing Coordinator to ensure messaging is consistent with our engagement strategies and themes
- Ensure timely updates to website specific to donor engagement

**Qualifications:**
- Must be 21 years or older
- Bachelor's Degree in related field preferred with at least 3 years of relevant experience with proven track record in fundraising and donor relationship management.
- Previous experience developing and implementing fundraising strategies, estate planning/endowment strengthening and annual campaigns.
- Experience with CRM databases (e.g., Daxko, Salesforce, Raiser's Edge)
- Understanding of non-profit operations and fundraising best practices.
- Proficiency in event management, with strong project and budget planning, communication, interpersonal, and problem-solving skills.
- Self-starter with a strong collaborative work ethic and ability to work independently.
- Outgoing, professional, personable, resourceful, and calm under pressure.
- Flexibility to work a varied schedule that will include some evening and weekend duties.
- Proficient with standard PC computer software, including MS Word, Excel, Adobe products, internet applications and e-mail.
- Ability to thrive within a fast-paced non-profit environment.
- Commitment to the Y's mission and goals.
- Possess a valid, insurable driver's license.
- Spanish language fluency a plus.

**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.  Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Sitting for long periods, standing, walking, typing, writing, bending and ability to lift up to 25lbs.
- Must have the physical, visual and auditory ability to perform the essential functions of the job.

*This position description does not include every duty required of the employee, but serves as a general listing of expectations. This description does not constitute a contract for employment and may be changed at any time at the discretion of the employer.*

*The YMCA is an Equal Opportunity Employer committed to strengthening communities to effect lasting, meaningful change. The execution of our mission requires substantial engagement of our entire community and is only attainable when diversity and inclusion are core to our planning, programming, staffing, messaging, organizational structure and partnerships.*

*We are committed to recruiting, developing and retaining diverse talent from the entry level to the Executive level. We also understand the need to have systems in place and ongoing cultural competence training to ensure that all people feel a sense of belonging and safety in order to excel in their contribution. We aim to address the services we provide and the suppliers and community partnerships we seek and support through a diversity and inclusion lens. We will know that it is working when the most marginalized groups are thriving as an integral part of the organization.*