



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Tri-Cities Family YMCA Job Description

Position Title: **Capital Campaign Manager**

Status: **Full time, Part time or Contract**

Reports to: **Chief Executive Officer**

Revision: December 2022

POSITION SUMMARY

This position supports the work of the Y, a leading nonprofit, charitable organization committed to strengthening community through youth development, healthy living and social responsibility. Under the supervision of the Chief Executive Officer, support Fund Development Manager, Chief Executive Director, consultants and Board members in their work on the capital campaign.

OUR CULTURE

Our mission and core values are brought to life by our culture. In the Y, we strive to live our cause of strengthening communities with purpose and intentionality every day. We are welcoming: we are open to all. We are a place where you can belong and become. We are genuine: we value you and embrace your individuality. We are hopeful: we believe in you and your potential to become a catalyst in the world. We are nurturing: we support you in your journey to develop your full potential. We are determined: above all else, we are on a relentless quest to make our community stronger beginning with you.

AREAS OF DIRECT RESPONSIBILITY

Capital Campaign and Fund Development

ESSENTIAL OVERALL FUNCTIONS

- Overall campaign management and organization including pipelines, prospect tracking, strategy task assignment and maintenance of time lines.
- Maintaining master campaign calendar to maximize cultivation events and keep campaign committee on track.
- Develops organizational goals and strategic plans for capital campaign fundraising, balancing long-term direction and short-term requirements. Develops systems and manages resources, including the financial development budget, needed to carry out the fundraising plans. Develops appropriate fundraising policies and procedures for the association.
- Develops processes and is actively involved in identifying, cultivating, and soliciting major gift prospects. Maintains database resource file on top community leaders.
- Prepares and coordinates proposals for grants from government sources and private foundations.
- Actively engages the board in challenging conversations and decision making to advance the Y's impact when serving as the primary staff liaison to the Financial Development Committee and other assigned committees on the Board of Directors. Develops strategies to increase volunteer involvement at all levels of financial development.
- Tracks all gifts and pledges by source and purpose and provides reports as needed.
- Recruits, trains and manages campaign volunteers in fundraising. Educates, motivates and provides feedback to individuals related to best practices in the fundraising process.
- Creates and implements effective communication strategies with compelling messages that inspire others to accomplish the mission and cause with maximum impact. Develops communication plans to ensure members, participants, and the community understand the case for support.
- Represents the CEO in the community as needed.

LEADERSHIP COMPETENCIES:

- Communication & Influence
- Philanthropy
- Program/Project Management
- Volunteerism

QUALIFICATIONS

- Bachelor's degree in a related field or equivalent; Master's degree preferred.
- YMCA Organizational Leader certification preferred.
- Eight or more years of professional experience with a background in fundraising in the YMCA or another non-profit preferred.
- Ability to relate to top community leaders and diverse groups of people from all social and economic segments of the community.
- Working knowledge of giving and charitable vehicles.
- Ability to create interpretive materials to enable potential donors to understand the YMCA and how they contribute to the achievement of its mission.
- Knowledge of the media and its use in gaining exposure for YMCA events and programs.
- Foundation and government grant writing expertise.
- CFRE or equivalent preferred.

BASIC HOURS

This is a fully onsite position. As scheduled and agreed upon Monday-Friday as well as special events. Average minimum 20 hour work week.

ENVIRONMENT

76,000 square foot facility with high level of contact with members and community. Various hours that may include early mornings and/or late evenings. Some off site work needed.

HEALTH AND SAFETY REQUIREMENTS

Employees are advised on OSHA Standards through required signage and administrative updates as compliant with federal law.

PHYSICAL DEMANDS

Employee can demonstrate sufficient strength, agility, and mobility to successfully perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified.