



# Youth Horizons

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**JOB TITLE:** Development Director

**LAST UPDATE:** February 23, 2010

**REPORTING STRUCTURE:** President

**EXEMPTION STATUS:** Exempt

**SALARY:**

## **BASIC FUNCTION:**

Assumes responsibility for the development, processing and submission of all grant and contract proposals. Identifies external resources and cultivates internal and external resources to successfully complete proposals to compete for funding. Directs and coordinates the activities of the organizations development to ensure that the marketing objectives are accomplished in accordance with the goals set.

This position is responsible for the overall fund raising program of the organization. This is a full-time position requiring work in the Youth Horizons office during business hours, some nights and some weekends, as events require.

Reporting to the Pres, the Development Director will play a critical role in implementing the vision and direction of the YH fundraising strategy. The Development Director will work with the President, staff, board members, and advisors as well as manage a development team.

The Director will be tasked with helping to raise the annual budget as well as additional funding as needed.

## **KEY RESPONSIBILITIES**

The Development Director will be responsible for the following on an ongoing basis:

### ***Fundraising Strategy and Implementation***

- Lead a comprehensive development strategy to raise funds from individual, corporate, and foundation donors. Ensure that YH is positioned ahead of major funding changes or trends.
- Create a list of prospects, and make visits to prospects, annually
- Significantly increase the number and size of individual donations. Lead well-planned prospecting and engagement strategies for attracting and cultivating new individual donors.
- Write persuasive proposals and correspondence to prospective and current foundation and corporate funders.

- Take primary responsibility for key funder relationships and ensure effective communication, involvement, and appreciation for each funder.
- Keep a monthly report on funding being pursued
- Nurture relationships with corporate sponsors, foundations, and grants
- Reach out to our existing donor base to increase their awareness of our organization
- Develop and perform capital campaign fundraising needs with assistance from the President
- Be informed and work to increase endowment
- Devise and carry through with Annual Fundraising plan
- Plan and coordinate annual signature fund raising events as well as other smaller-scale events and efforts
- Identify, research and cultivate major gift prospects
- Coordinate all fund raising efforts to assure necessary media coverage of all projects

### ***Communications***

- Work with the President to develop and implement a variety of communications strategies to support development and fundraising initiatives, including donor solicitation materials and annual report.
- Help effectively position, market & build our awareness in our community & surrounding area.
- Work with the President to develop materials that highlight the successes of Youth Horizons.
- Communicate with colleagues across the organization to understand funder objectives, requirements, and related program activities, and to ensure fulfillment of commitments.
- Organize and produce quarterly President's Letter with the President
- Manage monthly prayer team requests
- Produce a quarterly newsletter
- Send monthly volunteer update
- Newsletter production
- Monitor which brochures, ads, etc. need to be created and/or updated.
- Proof/edit copy for various informational pieces.
- Encourage growth and expansion of planned giving program including the production of education materials
- Develop a yearly marketing campaign, annual brochure, and marketing brochure with the Strategy Group

### ***Grant Writing***

- Work with President and Directors in knowing grant needs
- Write grant proposals in accordance with fundraising needs
- Research and seek gifts and grants from foundations, corporations, businesses, organizations and other institutional givers while maintaining appropriate record-keeping

### **Events:**

- Organize, develop, and produce:
  - Recognition Dinner
  - Christmas Concert/Gala,
  - Annual Fundraising Campaign
  - Sun Run
- other organizational events to consider (i.e. Open House, WWW, etc)
- PSAs & Press Releases
- Attend community non-profit events with approval from President

- Manage organizational fundraising events
- Be the contact for all non-organizational fundraising events

**Development:**

- Identify and implement strategies to strengthen, grow, and leverage each relationship, including connecting to other prospects.
- Monitor all donor information; ensure quality control and timelines
- Provide metrics and statistical analysis to board.
- Ensure timely, vivid, insightful and motivating reporting to donors.
- Prepare a monthly report and give to President.
- Pursue estate planning strategy and alternative donor gifts
- Collaborate with the President to ensure that all staff and Board members are fully involved in development efforts.
- Create development policies and procedures and suggest improvements where appropriate
- Develop and implement Donor Development Strategy
- Strategizing, interest list, potential funders, corporate sponsors, end-of-year requests
- Continually evaluate marketing efforts based upon target audience, medium, objectives, cost and outcomes.
- Participate in budget preparation and long-term planning.
- Coordinate deadline/production schedules for marketing and promotional projects

**Volunteer Coordinator:**

- Organize office volunteer groups
- Distribute volunteers to other respective departments for volunteer needs
- Organize and develop volunteer process
- Implement areas to utilize volunteers and streamline process
- Screening/Scheduling/Follow up
- Establish Data Systems for volunteers
- Recognition of volunteers

Other duties as requested by the President

**SUPERVISION RECEIVED:** Supervision with President on a weekly basis.

**EXPERIENCE AND QUALIFICATIONS**

***Personal characteristics***

- Ability to articulate persuasively the mission of YH, and to describe our work in an engaging way
- Results-driven; excellent time and project management skills
- Hard-working, organized, and reliable
- Intelligent, able to develop fundraising strategies, originate ideas, and anticipate and act on events that may create opportunities; creative, strategic, and resourceful;
- Ability to engage a wide range of donors, and build long-term relationships within a diverse range of individuals and communities
- Ability to manage a variety of projects and initiatives at once
- Strong team orientation, ability to provide and accept feedback, and ability to work effectively in collaboration with diverse groups of people
- Maturity to work with highly visible civic, philanthropic, and business leaders

- Highly developed interpersonal and communications skills, excellent oral presentation and written skills. A straightforward and direct communicator; an active, keen listener; discreet and professional;
- A sense of humor to maintain balance and perspective.

**QUALIFICATIONS:** You must possess a sincere belief in the inerrancy of the Bible. You must be active in your local church.

- Experience or training in a marketing & development field is required.
- Event planning skills or experience also needed. Individual must possess excellent interpersonal and written communication skills.
- Experience in fund raising required, as well as thorough knowledge of fund raising programs; demonstrated success in fundraising, ideally experienced at building up an individual donor base
- Proficient in social networking avenues
- Public speaking skills and ability to converse and work with people from a variety of backgrounds
- Good attitude and Team player
- Committed to the ministry of Youth Horizons, Inc
- Bachelor's degree or equivalent preferred
- Proficiency with Microsoft Office applications and donor database software.

**PHYSICAL DEMANDS:** Physical demands are very limited. Employee may be asked, or needed, to help set up table, chairs and other equipment for events. During mentoring events, the opportunity for physical exertion usually exists.

**NON-PHYSICAL DEMANDS:** A sincere love for our Lord and for children.

**PROMOTIONAL OPPORTUNITIES:** Advancement opportunities are dependent on the growth of our organization, the individual's qualifications and desire.