

**Position Title:** Development Director  
**Report To:** Senior Director of Development and Community Engagement  
**Compensation:** \$80,000 - \$90,000 (commensurate with experience), FTE, benefits, salaried-exempt

**Summary:**

WayForward Resources brings our community together to create food and housing security through action and advocacy, primarily in the West Madison, Middleton and Cross Plains areas. The Development Director oversees fundraising strategy to meet the organizational budget in individual, business and organizational giving as well as events. The Development Director does this by directly leading individual giving with a focus on major gifts and supervising two Community Engagement Managers who focus on business and organizational giving and engagement. Individual giving currently makes up more than 50% of WayForward's overall revenue budget.

The Development Director works in conjunction with the Communications Director who oversees branding, marketing and communication and with the Grants Officer who is responsible for meeting the organization grant budget. Both director positions and the Grants Officer report to the Senior Director of Development and Community Engagement. All positions on the development team work collaboratively within the team and also across teams with program and operations staff.

This is a new position at WayForward. The Development Director will play a key role in shaping the structure and future of individual giving and major gifts. At WayForward, we believe in investing in employees so they can be successful and are interested in staying at the organization long term. We are committed to providing a positive work environment as well as the structure and resources needed for this position to succeed.

**Job Responsibilities**

The Development Director will:

**Play a lead role internally and externally in carrying out WayForward's fundraising vision in order to move our mission forward.**

- Work with the Senior Director of Development and Community Engagement to form and implement the strategic fundraising priorities in alignment with the strategic plan.
- Oversee two Community Engagement Managers who focus on corporate and organizational giving, special events, group engagements and food drives. Provide vision and guidance in aligning their work with the strategic priorities of the development team and the organization.
- Grow and establish networks by attending community events, meetings or conferences to promote WayForward, make meaningful connections and solicit donations.

**Lead fundraising efforts with individual donors to meet the individual giving budget.**

- Oversee strategy for individual giving at all levels.
- Continue the development of a major giving program that should include tracking mechanisms, donor stewardship plans and goals, qualification meetings and targeted donor offers and asks.
- Meet regularly with major donors in person to deepen relationships, communicate impact, understand their interests and solicit funding.
- Provide input to the Communications Director on effective donor communications including appeals, cases for support, newsletters, annual reports and other communications.

- Grow strategies to strengthen and grow the monthly recurring giving program.
- Maintain a comprehensive understanding of individual giving by entering interactions, managing database input, and analyzing data, both for use in ongoing evaluation of campaigns and activities, and for forecasting for the annual budget.
- Oversee the acknowledgement process including setting policies and systems to thank and steward donors. Work with the Communications Director to craft language and messaging for thank you letters.
- Lead the Donor Advisory Council whose volunteer members help staff develop and carry out the organization's fundraising strategies for individual giving

We are seeking candidates who think **strategically** and **creatively**, and who have **communication** and **relationships building** skills. The ideal candidate will:

- Have experience working with individual giving and major gifts.
- Have experience managing and leading a team of skilled professionals.
- Enjoy talking with donors about their interests and passions and be adept at donor qualification conversations.
- Demonstrate a strong connection to the mission of WayForward.
- Be willing to engage in personal and professional work around cultural competency and knowledge of racial justice values and community centric values, as well as speak to these values, when appropriate, when talking with donors.
- Have experience working with a donor database, be able to run detailed data analysis and formulate actionable plans based on data. WayForward uses Bloomerang and FundraiseUp.
- Demonstrate fluency in a range of ways to give including IRA distributions, gifts of security and investments, legacy gifts, endowment giving and others.
- Have a knowledge of basic non-profit finance especially as it relates to budgeting.
- Work collaboratively, understanding the importance of working closely with their team and across teams.
- Be flexible and creative, understanding that when working with the community, needs and variables can change rapidly.
- Have experience using and mastering a variety of types of technology-based tools, including intermediate experience with Microsoft tools such as word and excel, and have the ability to learn other tools independently.
- Represent WayForward's values when interacting in the community.
- Be able to navigate a fast-paced work environment, set strategic priorities, balance several projects at once and meet critical deadlines, while creating and following processes that keeps workflow organized and efficient.

To perform this job successfully, an individual must be able to perform each job responsibility satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Staff Core Competencies:**

At WayForward, no matter the role, we all are stewards of community resources, using them to best serve clients towards our mission and vision. To do this, we bring community members, both donors and

volunteers, together to create a lasting impact. The Development Director is an integral part of WayForward's team and all staff must demonstrate specific core competencies.

**Working Conditions:**

Physical Requirements: Mostly sedentary work, exerting up to 25 lbs. of force occasionally or a negligible amount frequently. Occasional evening and weekend work is required.

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.