



OPEN POSITION

APPLY BY:

SEPTEMBER 29, 2023

DIRECTOR OF ADVANCEMENT (DOFA) FOR THE SALVATION ARMY NORTHWEST OHIO AREA SERVICES

POSITION PURPOSE:

The Director of Advancement (DofA) will play an integral role in the success of Northwest Ohio Area Services' (NWOAS) fund development efforts, working cooperatively with divisional and territorial professionals on all major gifts, annual fundraising efforts, and legacy gift planning in accordance with territorial standards.

The DofA is directly responsible for building relationships with mid-and-major level donors, soliciting corporate support/sponsorships, and enhancing community engagement efforts. Additionally, the DofA will oversee grant research and writing, fundraising events, public relations, board engagement, kettles, donor stewardship efforts, and organized volunteerism. The DofA will also manage all aspects of Northwest Ohio's gift processing activities, adhering to the territorial standards and requirements related to the CRM system (Salesforce).

Candidates will thrive in a faith-based organization. While not required to embrace the tenets of The Salvation Army church, the DofA will be expected to promote and respect the organization's mission.

MISSION:

The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.



REPORTS TO:

Area Coordinator for Northwest Ohio Area Services

LOCATION:

Office-based position located in Toledo, Ohio; frequent travel up to 45 miles.

COMPENSATION:

Salary \$70,000+ commensurate with experience; excellent benefits including generous time-off, comprehensive health insurance, and pension.

TO APPLY:

Please submit a resume and cover letter in one document by end of day Friday, September 29 to:

Emily Croak
Vice President
Aly Sterling Philanthropy
emily@alysterling.com

Only applications submitted via email will be accepted.



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DUTIES AND RESPONSIBILITIES:

- Implement The Salvation Army of Northwest Ohio's organizational and individual giving programs.
- Develop and implement new fundraising and community engagement efforts for The Salvation Army.
- Provide leadership and instruction to Department staff, including the Coordinator for Volunteers & Events.
- Actively serve as The Salvation Army's ambassador at community events (Chamber of Commerce, Rotary, events with government leaders, etc.).
- Establish and create a strategic communication and fundraising plan to identify, cultivate, steward, and solicit top donors and prospects.
- Establish a portfolio made up of 50 corporate and major donors in year one, with annual goals associated with each donor. This caseload will be expanded in subsequent years.
- Lead PR efforts and fundraising event planning (in partnership with Coordinator for Volunteers and Events).
- Work with Coordinator for Volunteers and Events to develop a strong volunteer engagement program.
- Identify potential foundation funders and develop grant proposals and reports on awarded grants.
- Engage with local companies for potential volunteer involvement, sponsorships, grants and cause-marketing revenue generation efforts.
- Serve as liaison to the NWOAS board.
- Retain and upgrade donors through effective, warm, and personalized cultivation/stewardship activities. Facilitate site visits and develop fundraising collateral (including a case for support).
- Travel regularly within the region, in collaboration with the divisional Donor Relations Director, to meet personally with donors and encourage officers and board members to participate in donor visits.
- Work in conjunction with other fund development officers within the NEOSA Division and Salvation Army USA Eastern Territory, ensuring collaboration and coordination of direct marketing and digital fundraising efforts.
- Write customized proposals to individuals and corporations. These will include requests for financial gifts of specific amounts for specific purposes that match the donor's interests.
- Work with Area Coordinator to ensure a strong Christmas kettles campaign and adherence to kettle retail partner requirements.

DESIRED QUALIFICATIONS:

- Bachelor's degree or equivalent experience giving assurance of ability to perform the job.
- A demonstrated track record of success in fundraising or similar activity requiring an equivalent skill set.
- Effective interpersonal skills and excellent written and oral communication abilities.
- Proven expertise in building and maintaining positive relationships with diverse individuals.
- A self-motivated professional with great problem-solving skills who exudes enthusiasm and energy along with a demonstrated ability to set and achieve goals and meet deadlines.
- Successful experience securing and stewarding grants.
- A high degree of comfort interacting with people of wealth and discussing complex, sensitive issues of personal and family finances; ability to "make the ask."
- Willingness to travel regularly combined with the ability and commitment to nurture donor relationships effectively from a distance.
- A proficiency in Word and Excel; experience with donor tracking and/or database software is preferred.
- Collaborative and energetic team player.



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