



**Heart of the Valley Inc.  
Job Description**

<b>Job Title:</b>	Director of Annual Fund	<b>Date:</b> 9/12/2017
<b>Reports To:</b>	Executive Director	<b>Wage/Salary:</b> DOE

**BRIEF JOB SUMMARY:** The Director of Annual Fund is responsible for raising funds to support the shelter’s mission. The mission of Heart of the Valley is to find homes for the lost and abandoned animals of the Gallatin and Madison Valleys, and enhance the lives of people and companion animals through outreach and education. The Director of Annual Fund is responsible for the design and implementation of a comprehensive fund development program, with efforts directed toward ensuring a broad base of resources for shelter operations, services, programs and special projects. The Director of Annual Fund is responsible for the annual fund, revenue produced at the annual signature event, and identifying, soliciting and stewarding donors who make gifts to support operations.

**THE OVERALL STRENGTH LEVEL OF THIS JOB IS: LIGHT**  
*(Light Duty is considered 25 lbs. or less)*

**Essential Job Functions** :*( include the following. Other duties may be assigned.)*

Infrastructure

1. Develops a fund raising infrastructure and a culture of giving within Heart of the Valley.
2. Develops annual department budget for review and approval by the Executive Director and Board of Directors. Continually monitors funds raised and development expenses in relation to the budget. Prepares timely development reports including monthly reports and a detailed annual report following the year end.

Annual Giving

1. Develops and implements a comprehensive plan to raise funds for the organization over the current year, and intermediate time frame. The plan will include but not be limited to special events, grants, corporate gifts and sponsorships, online giving, appeal letters, newsletters, animal banks, license plate program, memorials and honorariums.
2. Oversees strategy, messaging and production of fund raising materials such as annual appeals, newsletters, e-appeals, brochures and campaign packets.
3. Develops a strategy to maximize use of the website and social media as a means to build annual giving.

### Corporate Gifts & Event Sponsorships

1. Implements programs to identify prospective event sponsors.
2. Maintains current donor relationships and is responsible for building new relationships. Plans/executes all aspects of prospect management for annual gift donor prospects. Develops identification, cultivation, solicitation and stewardship plans for these prospects as appropriate.
3. Develops strategies to initiate and build effective relationships with corporate sponsors.
4. Develops and executes a plan for donor recognition, retention, renewal and upgrade.

### Grant Writing/Management

1. Oversees the research, writing, and management of grants from foundations and corporations to support general operations, capital improvements and special projects.

### Events

1. Leads planning and execution activities for major fundraising event (annual Dog Ball gala and Snowshoe Shuffle) cultivation events (house parties) or fundraising events initiated by others (third party events) to benefit HOV.
2. Develops and directs sponsorship packages and solicitations for all event sponsorships and live and silent auction items.
3. Analyzes financial outcomes for events.

### Marketing and Public Relations

1. Represents the organization at significant community events. Identifies important community events and coordinates Heart of the Valley participation in these events. Establishes positive relationship with community leaders. Seeks advantageous partnerships with community businesses, vendors and individuals.
2. Acts as a strong organization spokesperson.
3. Prepares media releases.
4. Develops communications strategy to educate and inform donors.
5. Represents HOV whenever and wherever the occasion of fundraising and/or the opportunity for establishing goodwill presents itself.

### Management and overseeing volunteers

1. Directs the activities of one full-time employee.
2. Oversees the activities of volunteers who assist in database and acknowledgement of all charitable contributions.

**Qualification Requirements:** *(To perform this job successfully, an individual must be able to perform each essential duty and task satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.)*

1. Three to Five (5) plus years' experience in nonprofit development, including basic fundraising principles and techniques, and fundraising regulations
2. Proven track record of raising annual funds through direct mail, special events, online giving, etc.
3. Knowledge of foundation and corporate funding opportunities and tax exempt giving
4. Proven experience in developing and sustaining positive relationships with donors
5. Skilled in analyzing financial matters and preparing financial reports
6. Ability to train and effectively direct the activities of the Development staff and volunteers

**Special Machines, Tools, and Equipment Used:** Computers (databases, Microsoft office suite), standard office equipment.

**Application instructions:**

Submit a cover letter, resume and salary requirements to Marla Caulk, Executive Director at [marla@heartofthevalleyshelter.org](mailto:marla@heartofthevalleyshelter.org).

I understand the requirements of this position. I also understand that the duties listed above may not be all inclusive of the duties I will be required to perform.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Employment Disclaimer:** *This job description is not a contract – management reserves the right to change its contents at any time. This organization complies with the guidelines set forth in the Americans with Disabilities Act of 1990 and does not discriminate on the basis of race, color, religion, national origin, ancestry, sex, age, disability or status as a disabled veteran of the Vietnam era. This organization is an Equal Opportunity Employer.*