

JOB DESCRIPTION

Position Title: *Development Manager*

Classification: Non-exempt

Hours: 30 to 40 hours per week, no benefits

The Organization

NAMI Greater Mississippi Valley is one of the oldest affiliates of the nation's largest grassroots organization dedicated to improving lives of individuals living with a mental health condition and their families. A 501c3 nonprofit, NAMI helps individuals and families in a six-county region by providing education, advocacy and support. Our programs are nationally developed and delivered by trained volunteers who have lived experience with mental illness. Education and support programs are provided at no cost to participants.

Monies raised here – stay here to deliver evidence-based programming that is unduplicated in the community. The programs complement the work of health care and social service providers.

Summary/ Objective

The Development Manager will lead two major fundraising events annually, as well as annual giving campaigns and individual donor relations. This includes seeking grants and corporate sponsorships. Success in these areas will allow for NAMI GMV to increase resources available for mission-based activities and to build a strong and diversified financial base for the organization.

Essential Functions

Increase the financial resources of the affiliate by:

- Identifying potential donors and prospects, researching and segmenting donor and prospect needs, interests and goals with the affiliate's needs. A plan for contact and coordination of solicitation for all prospects will be developed.
- Planning and coordinating annual appeals and special events.
- Providing leadership, education and support to volunteers in the fund development process.
- Maintaining affiliate database of donors using NeonCRM, a cloud-based nonprofit customer relationship management system and NAMIWalks donors via DonorDrive, a cloud-based peer-to-peer fundraising software and marketing system. Utilizing both systems for donor communications, management and reporting.
- Recruiting fundraising volunteers to assist in delivery of fundraising events.
- Working closely with the Board Development Committee, create an annual fundraising plan.

Diversifying the funding sources of the affiliate by development:

- Seek and develop long-term relationships with a variety of civic and faith groups, corporations, labor unions, and individual donors.
- Public speaking or other community informational meetings as needed to communicate the mission and development strategy with supporters, prospects and volunteers.

Event Management:

- **NAMIWalks is held September 2021.** It is a proven national event held in 118 cities. In 2020, both spring and fall walk sites pivoted to virtual and together raised 76% of previous year or \$9.8 million. Locally we raised 63% of \$120,000 goal or \$76,000. 2021 will mark our 18th year locally. Pre-COVID, our local event raised more than \$110,000 annually and engaged 1,200-1,500 participants.

The Development Manager will receive training and use the national fundraising formula for event management and walker communications. The manager is responsible for all event components including site selection and logistics, in-kind sponsorships, team management, volunteer management, and team and sponsor fundraising. This event is driven off the DonorDrive peer-to-peer system. NAMIWalks national provides branded support materials, a fundraising incentive system, and a national NAMIWalks coach for the Development Manager.

- **A second major fundraiser to be developed.** Working with the Board Development Committee, create and execute a second major fundraiser.
- **Smaller events created by supporters to include concerts, 5K races, etc.** We traditionally have provided news and social media support, NAMI supporter communications, on-site logistics support, volunteer management, etc. These events may be tied to restricted or non-restricted donations. We believe in working with our smaller supporters to build trust and long-term relationships, creating win-win marketing opportunities.

Reporting

- Uses dashboard tool to monthly report to Executive Director – for inclusion in Staff’s administration report to the board. In tandem, NAMIWalks event data reporting is tracked nationally.
- A mandatory monthly meeting is scheduled with all staff, and weekly meeting with Executive Director.
- Create with Board Development Committee a new dashboard tool to monitor and evaluate fundraising progress.

Supervision Exercised

Recruit, organize and manage 20 to 40 event volunteers.

Supervision Received

The Development Manager reports directly to the Executive Director. The E.D. provides oversight, input, direction and support. The E.D. will provide quarterly and annual performance evaluations.

Knowledge, Skills and Abilities Required

- Demonstrated experience with cultivation and stewardship activities and success with major fundraising events.
- A demonstrable communications portfolio for event and annual giving fundraising campaigns.
- Knowledge and experience with constituency development and cultivation, donor solicitation strategies, direct mail, special events, and gift processing, management and reporting.
- High level of proficiency in all Microsoft Office applications including Excel.
- High level of proficiency with online media channels including Facebook, Instagram, YouTube.
- Experience with design software (Publisher, Canva) and website platform (WordPress) is desirable.
- Knowledge of health care marketing, as well as special concerns and problems of those with mental illness and their families and caregivers is desirable.

Competencies

- Excellent interpersonal, verbal and written communication skills.
- Energetic, enthusiastic and demonstrated ability to inspire, motivate and engage others.
- Ability to convey appropriate messages in a meaningful and compelling way and represent NAMI GMV through various forms of public engagement.
- Ability to work collaboratively with diverse groups within and outside of the organization.

Position type and expected hours of work

This is a part-time, non-exempt position that offers no additional benefits. Some evenings and weekend work will be required. This position offers flexible work hours, with an established in-office presence.

Travel

Ability to transport self is required. Local travel is required with use of personal vehicle. Proof of insurance is required. Mileage is reimbursed.

Required Education and Experience

Minimum Bachelor's Degree or equivalent work experience including two years development experience.

Physical Demands

- Standing – Approximately less than 1/3 of on-the-job time.
- Walking – Approximately less than 1/3 of on-the-job time.
- Sitting – Approximately 1/3 to 2/3 of on-the-job time.
- Use of hands to finger, handle or feel and reaching with hands and arms – Approximately 2/3 of on-the-job time.
- Talking or hearing – Approximately greater than 2/3 of on-the-job time.
- Weight lifted/Force exerted – An average of approximately (5-25) pounds, 1/3 of on-the-job time, non-continuously.
- Vision – Close, distance, color, peripheral and depth perception for use of phones, computers and color-coded files.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job.

- Environmental – There is little to no exposure to hazardous environmental conditions.
- Noise – Moderate noise level in execution of duties due to business office with computers and printers and light traffic, meeting attendance and participation in office activities.

EEO Statement: NAMI GMV is an equal opportunity employer. As such, we make employment decisions based on each person's performance, qualifications, and abilities. NAMI GMV expressly prohibits discrimination in employment opportunities or practices based on race, color, religion, sex, national origin, age, sexual orientation, gender identity, disability, veteran status, political affiliation, or any other characteristic protected by federal or state law.

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the Development Manager. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

