



# Food Bank RGV

## JOB DESCRIPTION

**JOB TITLE:** Director of Major Gifts  
**DEPARTMENT:** 20 Development  
**CLASSIFICATION:** Exempt  
**POSITION/HOURS:** Full Time \*Some Weekends

**DATE:** March 2024  
**WRITTEN BY:** Cynthia Alcocer-Garcia  
**REVIEWED BY:** CEOS

### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** CEOs  
**POSITIONS SUPERVISED:** None

### JOB SUMMARY

The Director of Major Gifts plays a key role in fostering and maintaining relationships with donors and oversees the effective process of donor services. The Director of Major Gifts is responsible for developing and executing donor fundraising initiatives, ensuring donor satisfaction, and contributing to the overall success of donor stewardship efforts.

### ESSENTIAL FUNCTIONS AND BASIC DUTIES

#### FUNDRAISING STRATEGY:

- Develop and implement comprehensive fundraising strategies to meet FBRGV financial goals
- Identify and pursue new opportunities for major gifts, corporate sponsorships, and donor fundraising
- Work collaboratively with CEOs to develop and maintain a detailed campaign plan and calendar in order to achieve campaign goals
- Work with CEOs to set priorities; manage and adjust the work plan and calendar as needed
- Work with the CEOs and Accounting department to manage revenue projection and expense budget, as well as pledges and pledge fulfillments

#### DONOR RELATIONSHIP MANAGEMENT

- Maintain a personal portfolio of major gift prospects (defined as those giving a gift of \$1k or more in support of the FBRGV), as well as those donors and prospects that have the capacity to give at the major gift level or higher
- Serve as the primary relationship manager for this portfolio and prospects, developing and implementing a written donor strategy and relationship record (using Donor Perfect) of all interactions
- Communicate with portfolio through face-to-face cultivation, solicitation, stewardship meetings, and written strategies; ensure that each major donor and prospect has a clear strategy and timeline for cultivation, solicitation and stewardship
- Provide personalized communication engagement to enhance donor cultivation and appreciation
- Leverage existing relationships in order to create new opportunities

#### CAMPAIGN MANAGEMENT

- Plan and execute fundraising campaigns and initiatives
- Collaborate with Marketing team to create compelling materials that align with fundraising goals
- Work with the Marketing team to strategize and help execute cultivation events for major donors and prospects
- Be a visible presence at FBRGV events, such as major donor cultivation events and fundraisers

## **DATABASE MANAGEMENT**

- Oversee the maintenance and utilization of donor databases to track donor contributions, preferences, and interactions
- Ensure accurate and up-to-date records of donor information
- Records actions and new information in an accurate and timely manner

## **STEWARDSHIP PROGRAMS**

- Develop and implement donor stewardships programs to recognize and acknowledge donor contributions
- Coordinate acknowledgement letters, donor recognition events, and personalized communication
- Manage the identification, solicitation, cultivation, and stewardship of donors, in collaboration with Direct Mail and Marketing team

## **COLLABORATION:**

- Collaborate with internal teams to align fundraising efforts with organizational priorities
- Work closely with Accounting team to ensure accurate recording and reconciliation of donations
- Works collaboratively with the Volunteer Specialist to help connect donors to FBRGV mission as well as identify new potential donors
- Work closely with Marketing department to produce cohesive branding and marketing materials, online products and services, and implement social media strategy to achieve fundraising goals and coordinate direct marketing plan

## **METRICS AND REPORTING**

- Establish and monitor key performance indicators (KPIs) to measure success of fundraising initiatives
- Generate regular reports on fundraising activities and donor engagement for CEOs

## **TRAINING AND DEVELOPMENT**

- Train and support team members involved in donor services and fundraising efforts
- Stay informed about industry best practices and emerging trends in fundraising

## **COMPLIANCE AND ETHICS**

- Ensure fundraising activities comply with relevant regulations and ethical standards
- Uphold a high level of integrity and transparency in all donor interactions

## **GENERAL RESPONSIBILITIES:**

- Researches donors and prospects, utilizing wealth screening tools, in coordination with the CEOs
- Represents and speaks on behalf of FBRGV at relevant conferences, events, and meetings to build and maintain relationships with potential and current donors
- Schedules and provides briefs for donor meetings for CEOs
- Performs additional job duties as assigned by the CEOs

## **QUALIFICATIONS**

- Honesty, integrity, and commitment to fighting hunger in the Rio Grande Valley
- Must have clear understanding of and ability to articulate the mission of the FBRGV
- Ability to politely be firm and decisive. Good judgement and discretion
- Ability to work cooperatively with other staff, volunteers, and donors
- Ability to manage time efficiently and to work independently with minimum supervision
- Understand and follow oral and written instructions
- Possession of a current Texas Class C driver's license and access to a personal vehicle. Must have a clean driving record for at least three years prior to employment
- Bilingual English/Spanish
- Customer service and professional phone skills
- Ability to train others in various procedures
- Excellent communication skills, both written and verbal
- Ability to represent the Food Bank in a courteous professional manner
- Knowledge and experience with computers, Microsoft Office, etc.

**EDUCATION/CERTIFICATION:** Bachelor's degree in Business, Nonprofit Management, Communications, or a related field.

**SKILLS/ABILITIES:**

- Strong interpersonal and communication skills.
- 2 years of experience in fundraising, donor services, or development roles.
- Proven ability to develop and implement successful fundraising strategies.
- Comfortable with gift solicitation, development and delivery of persuasive presentations
- Experience with donor databases and fundraising software.
- Excellent organizational and project management skills.
- Attentive to detail.
- Able to coordinate well with other departments and personnel.

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**ADDITIONAL REQUIREMENTS OF THIS POSITION**

**REPETITIVE MOTIONS:** Movements frequently and regularly required using the wrists, hands, and fingers.

**PHYSICAL STRENGTH:** Heavy work; exerts up to 50 lbs. of force occasionally, and/or up to 15 lbs. frequently and 5 lbs. constantly.

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## INTENT AND FUNCTION OF JOB DESCRIPTIONS

*Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed job descriptions are an integral part of any effective compensation system.*

*All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.*

*In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.*

*Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.*

*Employee Signature (Employee has received a copy of Job Description):* \_\_\_\_\_

*Employee Name (Print):* \_\_\_\_\_

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