



Title: Director of Development
Reports to: President & CEO
Salary Range: \$85,000-\$88,000 annually, commensurate with experience and qualifications. Competitive benefits package, including employer-paid health and wellness benefits covering up to 80% of eligible plan costs, subject to plan terms and employee eligibility.
Status: Exempt

Summary

The Director of Development develops and executes fundraising strategies that advance the mission and financial sustainability of Ronald McDonald House Charities® of Southwest Florida. This frontline fundraising role focuses on identifying, cultivating, soliciting, and stewarding individual donors, corporate partners, sponsors, foundations, and community stakeholders, as well as managing grant funding opportunities, to achieve annual fundraising and revenue goals.

The Director of Development serves as a key ambassador for the organization, building meaningful relationships throughout the community, conducting donor tours, securing sponsorships, acquiring new donors, strengthening existing donor relationships, and expanding awareness of the organization's impact. The Director of Development is responsible for achieving fundraising revenue goals through major gifts, sponsorships, grants, annual giving, recurring giving, corporate partnerships, and other philanthropic initiatives.

The Director of Development reports to the President & CEO. This role regularly exercises independent judgment and discretion in developing fundraising strategies, managing donor and sponsor relationships, identifying and pursuing revenue opportunities, preparing Board reports, and making decisions that affect philanthropic performance and organizational sustainability.

This position is classified as exempt under the Fair Labor Standards Act (FLSA) and is evaluated based on achievement of fundraising goals, fulfillment of responsibilities, and organizational needs rather than a fixed hourly schedule.

We are an equal opportunity employer and committed to creating an inclusive environment for all employees. Employment with us is at-will, and either the employee or the organization may terminate employment at any time, with or without cause or notice, subject to applicable law.

This job description is intended to describe the general nature and level of work being performed and is not intended to be an exhaustive list of all responsibilities. Additional duties may be assigned as organizational needs evolve.

Essential Job Responsibilities

Donor Development and Relationship Management

- Identify, qualify, cultivate, solicit, and steward individual donors, major gift prospects, corporate partners, sponsors, and community stakeholders.
- Conduct face-to-face donor visits, tours, and solicitations to strengthen relationships and secure philanthropic support.
- Develop and maintain a pipeline of major gift prospects and donor opportunities to support long-term revenue growth.
- Build and manage a portfolio of current and prospective donors with a focus on acquiring new donors and increasing donor retention.
- Develop and implement strategies to acquire, retain, and upgrade recurring donors.
- Conduct regular donor tours and engagement opportunities.
- Develop, implement, and continuously improve a formal donor and corporate partner stewardship plan.
- Recapture lapsed donors and strengthen relationships with existing supporters.
- Maintain accurate donor records and activity notes in CRM.

Sponsorship and Corporate Partnership Development

- Develop, solicit, and secure corporate sponsorships for events, programs, and initiatives.
- Identify and cultivate new corporate partners throughout Southwest Florida.
- Prepare sponsorship proposals, presentations, and partnership agreements.
- Secure sponsorships and support annual fundraising events to achieve established goals.
- Ensure fulfillment of sponsorship benefits and stewardship.

McDonald's Round-Up Relationship Management

- Serve as the primary relationship manager for participating McDonald's owner/operators throughout our Southwest Florida service area.
- Monitor, analyze, and report on Round-Up fundraising performance and trends across participating restaurant locations.
- Co-create and coordinate strategies, incentive programs, recognition activities, and engagement initiatives with McDonald's owner-operators designed to increase Round-Up participation and revenue.
- Conduct restaurant visits to strengthen relationships, recognize performance, provide program updates, and increase engagement with the Round-Up program.
- Track restaurant engagement activities, visits, and Round-Up results.
- Present Round-Up results, trends, and strategic recommendations as part of regular Board reporting.

Grants Management and Foundation Relations

- Identify, research, and pursue grant opportunities from foundations and corporations.
- Develop strategies to increase foundation and corporate grant funding in support of annual operating needs and strategic organizational priorities.
- Prepare grant proposals, letters of inquiry, applications, budgets, and reports.
- Maintain relationships with foundation representatives and program officers.
- Manage grant calendars, submissions, compliance requirements, and reporting obligations.
- Track grant revenue and funding opportunities.

Fundraising Strategy and Execution

- Develop and implement annual fundraising plans encompassing major gifts, sponsorships, grants, events, annual giving, recurring giving, and planned giving opportunities.
- Support the fundraising, donor engagement, sponsorship, and partnership objectives of the organization's strategic and operational plans.
- Plan, manage, and execute fundraising campaigns that support annual operations, capital initiatives, strategic priorities, and other special projects, including feasibility, planning, cultivation, solicitation, and stewardship activities associated with capital and comprehensive campaigns.
- Support the planning, preparation, and implementation of capital, comprehensive, and special fundraising campaigns, including campaign strategy, prospect identification, donor cultivation, volunteer engagement, and campaign reporting.
- Meet or exceed fundraising goals.
- Partner with the President & CEO and Board members on donor engagement and prospect identification.
- Lead and support the Board Development Committee by preparing agendas and materials, facilitating meetings, tracking progress on committee goals, and partnering with committee members to advance fundraising, donor engagement, sponsorship, and campaign initiatives.
- Prepare written fundraising reports, dashboards, forecasts, and performance updates for the President & CEO and Board of Directors, including analysis of fundraising results, donor activity, sponsorship revenue, grant performance, and pipeline development.

Community Engagement and Representation

- Serve as an ambassador for the organization in the community.
- Represent the organization at networking, civic, and community events.
- Develop community, corporate, and healthcare partnerships that generate financial support, engagement, and mission advancement opportunities.
- Conduct presentations and tours to increase awareness of our mission and impact.
- Promote a culture of philanthropy by helping staff, volunteers, Board members, and community stakeholders understand and support the fundraising mission of the organization.

Development Operations

- Participate in Florida Ronald McDonald House Charities chapter development meetings, Ronald McDonald House Global® development meetings, peer collaboration opportunities, and professional networking activities to identify best practices and strengthen fundraising performance.
- Develop, maintain, review, and update development-related policies, procedures, and documentation to support operational excellence, organizational consistency, and compliance with Ronald McDonald House Global standards.
- Assist with preparation, documentation, and continuous improvement activities related to Ronald McDonald House Global standards, assessments, and requirements.
- Maintain organized development records, procedures, reports, and supporting documentation.
- Collaborate with staff and leadership to implement development-related recommendations and continuous improvement initiatives.

Financial Management and Reporting

- Monitor fundraising performance and revenue activity against established goals and budget.
- Assist in the development and management of the annual development budget and revenue forecasts.
- Prepare monthly and year-to-date fundraising reports, donor pipeline reports, sponsorship reports, grant reports, revenue forecasts, and fundraising dashboards.
- Prepare written Board reports and supporting materials for Board meetings.
- Present fundraising, sponsorship, donor development, Round-Up, and grant performance metrics during Board meetings and respond to questions from Board members.
- Analyze fundraising trends and make recommendations to improve donor acquisition, donor retention, sponsorship development, and revenue growth.
- Maintain accurate donor records and documentation necessary for donor stewardship, reporting, forecasting, and organizational planning.
- Ensure compliance with ethical fundraising standards and organizational policies.

Qualifications

- Bachelor's degree required.
- Experience with donor databases and CRM systems required; experience with Exceed Further by Arreva or similar fundraising CRM preferred.
- Valid Florida driver's license and reliable transportation.
- Minimum five years of successful fundraising, sponsorship, sales, business development, or nonprofit development experience.
- Demonstrated success securing major gifts, sponsorships, grants, and donor investments.
- Demonstrated experience participating in or supporting capital campaigns, comprehensive campaigns, or other large-scale fundraising initiatives strongly preferred.
- Strong organizational skills with the ability to develop and maintain fundraising systems, policies, procedures, and documentation.
- Strong relationship-building, communication, presentation, and networking skills.

Physical Demands

- Ability to sit, stand, walk, and drive for extended periods throughout the workday.
- Frequent local travel within Southwest Florida for donor visits, sponsor meetings, cultivation activities, presentations, networking events, community engagement, and visits to McDonald's restaurants.
- Ability to conduct tours of the Ronald McDonald House and move throughout the facility with donors, sponsors, volunteers, and visitors.
- Ability to lift, carry, transport, and set up materials weighing up to 15 pounds for meetings, presentations, donor events, and fundraising activities.
- Ability to operate standard office equipment, including computers, telephones, printers, and audiovisual equipment.
- Ability to communicate effectively in person, by telephone, and through written correspondence.

Work Environment

- Position operates in a professional office environment with frequent interaction with donors, sponsors, volunteers, Board members, families, community leaders, and visitors.
- Regular travel throughout the community is required for donor cultivation, solicitation, stewardship, sponsorship development, tours, presentations, networking functions, fundraising events, and visits to McDonald's restaurants.
- Attendance at evening, weekend, and holiday events is required to support fundraising, donor engagement, sponsorship development, and community relations activities.
- Frequent participation in community meetings, civic organizations, and business events as a representative of the organization.
- Exposure to outdoor weather conditions may occur while attending community events, donor visits, and fundraising activities.
- As an exempt position, work hours are driven by fundraising responsibilities, donor needs, organizational priorities, and achievement of revenue goals rather than a fixed schedule.