



Position Description

Since our founding in 1998, the WFA's guiding principles have been consistent – to understand the diverse needs and realities facing women and girls so we can respond through purposeful action and engaged philanthropy. An investment in women and girls is an investment in stronger families and communities. Households that are not self-sufficient create a cycle of poverty. However, the cycle can be broken when women are educated, healthy, and economically secure.

Our mission focuses on ensuring economic security for Arkansas women and girls through focused philanthropic investment in their education and economic well-being. Through grant making, research, and our Girls of Promise and Women Empowered initiatives, the Women's Foundation of Arkansas is investing in real solutions that allow women and girls to move up the economic ladder and reach their fullest potential.

POSITION SUMMARY

The Director of Development is responsible for leading and expanding the WFA's overall development program, raising funds annually from individuals, foundations, and corporations.

Adhering to ethical fundraising practices, the Director is responsible for: developing multi-year and annual fundraising plans; setting goals, strategies, and timelines; identifying and cultivating prospects; preparing proposals and narrative and financial reports; structuring gift requests, to include engaging the WFA Executive Director, and WFA Board Members, and leading WFA volunteers; and closing gifts. The Director of Development works closely with program staff to identify funding needs and to understand the use and impact of donors' contributions. He or she also collaborates with the WFA Communications team to design publications and programs to familiarize prospects and donors with the organization's goals, activities, and impact, encourage investment in the WFA's work, and recognize donors. The Director of Development is also responsible for stewardship strategies and activities.

Reports and Responsible To: Executive Director, WFA

DUTIES AND RESPONSIBILITIES

Development

- Revise, monitor, and execute a strategic Development Plan with differentiated giving strategies to reach established annual goals. The plan will include strategies addressing annual fundraising (including recurrent donations), planned giving, multi-year pledges, major gifts, events, and corporate and foundation grants.
- Drive the relationship development and stewardship of individuals and families, including WFA Founders, in annual giving, multi-year pledges, and planned giving.



- Maintain current corporate and foundation relationships and produce relevant impact reports while pursuing additional grant opportunities locally and nationally.
- Lead all prospect research, data analytics, and predictive modeling efforts to ensure a deeper, broader prospect pipeline among funders, donors, stakeholders, volunteers, etc.
- Direct effective fund and friend-raising events, including the annual Power of the Purse Luncheon, to elevate giving and build holistic donor engagement.
- Collaborate with WFA program staff to identify funding needs and priorities and to track the impact of donors' funds.
- Lead gift acknowledgement, stewardship, and recognition for all donors based on established giving levels. Completed in conjunction with WFA Administrative and Communications staff.
- Document donor relationships in DonorPerfect development database to ensure proper tracking/history of all donors/prospects.

Community Outreach and Communications

- Identify and engage in ongoing activities of the community, stakeholders and key partners, to drive awareness and understanding of the Foundation's mission and initiatives that cultivate donors.
- Coordinate with Communications staff and consultants to develop website content, social media campaigns, email communications, and written materials to support fundraising efforts. This includes Giving Tuesday, monthly emails from the Executive Director, and an Annual Report.

Executive Functions

- Guide the Development Committee (a Board Committee), the Board of Directors, event volunteers, and the Executive Director to ensure annual plans that meet the goals and objectives of the Foundation.
- Develop processes to communicate regular fundraising updates to Board Members and Development Committee including the writing of a report for each Board Meeting and presentation as requested to assess progress, receive guidance, and elicit participation in cultivation and solicitation activities.
- Prepare and conduct Development Committee meetings with the Development Committee Chair(s). Ensure a system to follow-through with Committee members on their assignments.
- Monitor expenses/revenues and ensure that budget expectations are met while ensuring accomplishments of goals and program quality. Able to negotiate and administer contracts.
- Ensure that all development activities comply with established policies, procedures, and legal requirements (including relevant tax law).



Mission Delivery

- Work in association with staff and volunteers to fulfill the mission of the Foundation.
- Represent the Foundation in the community in a manner that cultivates respect and recognition.

MINIMUM QUALIFICATIONS / REQUIREMENTS

Education

- Bachelor's degree required.

Experience and Skills

- Minimum of four (4) to six (6) years of development, sales, marketing, and/or business development experience, with at least 2 years of increasingly responsible management experience in overseeing multiple projects or staff.
- Proven experience closing six- and five-figure gifts.
- Is an outstanding communicator, with the demonstrated ability to inspire through verbal and written communications and present a professional image.
- Comfort in engaging high net worth individuals and senior corporate and foundation representatives.
- Success in building and maintaining long-term relationships with individual, charitable foundation, and corporate donors and financial prospects. Must be socially adept and excel at initiating conversations and attracting and inspiring volunteer leaders; must demonstrate the ability to actively request, secure, and steward gifts and pledges.
- Has used cloud-based fundraising software, preferably DonorPerfect, and experience using data-driven performance-based measures and outcomes. Must have proven experience using latest technology including Office 365 and Microsoft programs.
- Requires leadership skills with a capacity for recruiting and managing a team.
- Ideal candidates have capital/significant fundraising campaign experience.
- Ideal candidates will be familiar with the work, and impact, of the Women's Foundation of Arkansas.

PHYSICAL AND OTHER REQUIREMENTS

The position requires intermittent sitting, standing, bending and the ability to move freely throughout the buildings including using stairs. Must have visual and hearing acuity and clear speech to perform the job effectively.



Requires a willingness to travel 30% of time and work evenings and weekends, when necessary.
Must have reliable transportation.

WFA's COMMITMENT TO DIVERSITY

The Women's Foundation of Arkansas understands that there is no gender equity without racial equity. We are intentional in our efforts to ensure that all WFA initiatives, programs, and internal operating procedures are implemented with diversity, equity, and inclusion, in alignment with our strategic priorities.