



DIRECTOR OF DEVELOPMENT
POSITION DESCRIPTION

EFFECTIVE DATE: 07/22/2024
DIVISION: Institutional Advancement
Supervises: Membership, Corp. Fdn. & Grants, Advancement/Club Auto Major & Planned Giving
DEPARTMENT: Development
REPORTS TO: CEO
DRIVING CLASS: Required
BENEFITS: Eligible
FLSA CLASS: Exempt
FTE STATUS: 1.0 (Full-time)

GENERAL SUMMARY:

The Director of Development develops and implements fundraising strategies and activities to carry forward the mission and vision of America's Automotive Trust (AAT) Major Gift and Planned Giving, Membership and Annual Fund, Corporate Sponsorships, Foundation & Grants, and national Club Auto programs. This position initiates, maintains, and grows major donor relationships and identifies prospects with the potential of generating gifts at or above the \$25,000 level; works closely with the Membership and Annual Fund Manager in developing, strengthening, and growing membership on a national level; with Corporate, Foundations, & Grants in outreach efforts and research of potential sponsorship and grant applications, and with the Regional Advancement Officers/Club Auto Managers to cultivate, solicit and steward current and prospective major donors on a national level. This includes oversight of national Club Auto efforts, and the strategic implementation of corporate partnerships. Additionally, the incumbent is responsible for collaborating with the CEO in the management of the Concours Club program and the AAT Heritage Society member development efforts with particular emphasis on major and planned gift development. The Director of Development will spend a significant amount of time stewarding donors while connecting their passion and interest in automobiles, historic preservation, and education with opportunities to financially support AAT's vision and mission.

The Director of Development reports to the Chief Executive Officer (CEO) and performs a majority of work independently while exercising professionally sound judgment and discretion. Responsibilities include but are not limited to: Major and planned gift cultivation, solicitation, and stewardship; Oversight of high-level member relations and membership growth; Oversight of the donor database and associated CRM systems for donor and prospect engagement; Promotion of AAT development initiatives' strategic planning; Budget development and oversight; Program development and implementation; Public presentations; and Report preparation.

The candidate for this position must possess significant, demonstrable experience and success in major gift development, a familiarity with planned giving, an in-depth understanding and skill in the donor stewardship process, and the ability to effectively articulate the mission of the organization to varied constituents.

This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. The requisites described within this position description are representative, but not all-inclusive, of the knowledge, skills, and abilities required for this position. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.

PRIMARY OBJECTIVES:

1. Build a sustainable Development Program generating funds to strengthen the financial resources of AAT and its member entities.
2. Oversee a Development staff including Membership/Annual Fund Manager, Database Manager, Corporate/Foundation Relations Officer; and team of Advancement Officers operating in distinct regions across the country, each responsible for regional Club Auto programs, event coordination, and Major Gift development contributing to national advancement initiatives.
3. Procure long-term, regular financial support for AAT and its member entities through cultivation, solicitation, and stewardship of major and planned giving prospects, and ensuring donors and prospects remain informed about the organization's mission, needs, and giving opportunities.
4. Create, execute, and sustain major and planned giving development, membership, and foundation programs that utilize best practices to meet fundraising goals and corporate objectives.
5. Collaborate with the CEO and Advancement and Team to provide a vibrant membership program for the Museum's highest donor recognition societies—the Concours Club and AAT Heritage Society, and ensure effective identification, cultivation, and stewarding of donors at these levels.

MAJOR RESPONSIBILITIES:

1. Oversee the Major Gift Prospect Management System ensuring a regular program exists to identify, qualify, and assign prospects through the CRM database to appropriate fundraising staff.
2. Develop, review, and deliver major and planned giving policies and processes to support the effective identification, cultivation, solicitation, and stewarding of gifts.
3. Oversee the implementation and continued updating and maintenance of the Trust's donor database, led by the Membership Manager and the CRM Database Coordinator.
4. Plan, implement, and oversee an effective major and planned gift department within the Institutional Advancement Division.
5. Develop and oversee the implementation and management of a national Car Donations program encompassing all AAT entities, with goals including (but not limited to) the expansion of museum collections, the procurement of project cars for RPM Foundation, and the sale of vehicles for fundraising initiatives at the Trust level and/or specific to individual entities.
6. Ensure that the ongoing process of major gift prospect review meetings is implemented involving the Advancement and Executive Team, as appropriate.
7. Collaborate with other Advancement and Executive personnel of AAT and its member entities to provide for an effective major gift development operation.

8. Shepherd prospective benefactors through the major and planned gift processes, inviting the gift, closing the solicitation, thanking, recognizing, and reporting.
9. Create and implement comprehensive Development strategies Trust-wide, and specific to individual entities, to shepherd prospective benefactors through the development pipeline, beginning with first contact, museum visitors and low-level memberships and extending through to the Concours Club and American Heritage Society.
10. Establish and maintain a dynamic portfolio of no less than 150 active major and planned gift prospects in all phases of qualification, cultivation, solicitation, and stewardship.
11. Collaborate with the Marketing Director to create and coordinate advancement informational materials and communications, including member email communications, web page updates, the design and regular updating of collaterals material for all development programs and entities, and the coordination of development-related on-site signage at Trust entities.
12. Participate in annual Institutional Advancement Department's strategic and operational planning process to provide an effective annual plan for the Major and Planned Gift Department within the Division.
13. Oversee the creation, implementation, and monitoring of the Development Department budgets, including major and planned giving programs, membership, and corporate and foundation relations. Monitoring will include tracking income and expenditure, authorizing disbursements, financial analyses, and preparing reports.
14. Oversee the cultivation, solicitation, and recognition of corporate, foundations and grants funding opportunities and benefactors.
15. Oversee the design and execution of Trust-wide membership and annual giving initiatives.
16. Promote planned giving through direct and electronic mail, museum publications, the planned giving website, seminars, and events.
17. Oversee the planned giving marketing program and website content in collaboration with the Marketing Department and the Web-design firm.
18. Collaborate with Marketing Department personnel for the promotion of major and planned giving efforts.
19. Maintain Institutional Advancement policies and procedures to ensure financial, legal, and income tax requirements for charitable giving are upheld.
20. Ensure the proper allocation and coding designation of received gifts.
21. Recognize planned giving donors through our Club Auto Founder, Concours Club, and AAT Heritage Society, as appropriate.
22. Ensure best practices in fundraising and tracking are followed.
23. Develop and oversees the Major & Planned Giving, Membership and Annual Fund, Corporate, Foundation & Grants, and Club Auto budgets.
24. Ensure the operation of donor benefit and recognition efforts, including recognition events, records, plaques in the museum, etc.
25. Collaborate with the Finance Department to ensure the proper recording of all major and planned gifts and expectancies.
26. Collaborate with Finance and the CEO to ensure periodic reports are provided to the Board regarding the status of major and planned gift development.

27. Make public and private presentations as needed or requested.
28. Promote AAT and its affiliate members and its diverse initiatives.
29. Plan, implement, and oversee all high-level membership development efforts for the AAT Heritage Society and Concours Club donor societies in collaboration with the Advancement and Executive Team.

OTHER:

1. Maintain a flexible schedule and works weekends and late nights, as needed.
2. Lead, coordinate, and attend meetings, as needed, or requested.
3. Maintain and report statistical data, as needed or requested.
4. Drive personal vehicle for business purposes.
5. Utilize MS-Word, Excel, PowerPoint, and Publisher to generate communications, presentations, and reports.
6. Utilize MS-Outlook for email communications and scheduling.
7. Participate in on-call responsibilities for emergency response.

QUALIFICATIONS:

The incumbent for this position must possess a Bachelor's degree (Master's degree preferred) and 5-years of significant, successful fundraising experience in the cultivation, solicitation, and stewardship of benefactors with a demonstrated record of securing gifts of \$10,000 and above, and membership programs. Demonstrated success in Major Gift fundraising in a large non-profit or educational institution is highly desired, as is experience in planned giving. Additional relevant education or experience may be substituted one for the other, on a year for year basis.

Additionally, the incumbent must possess:

1. The ability to pass an in-depth background investigation including criminal history, employment records, and personal references.
2. A valid driver license with the ability to drive a personal vehicle for business purposes.
3. Demonstrable experience and success in major gift development at the level of 100K and above.
4. The understanding of financial, legal, and income tax implications involved in charitable giving.
5. An in-depth understanding and skill in stewarding donors.
6. Experience in budgeting and financial management.
7. Effective project management skills, attention to detail, and ability to drive projects toward successful completion.
8. Strong skills in strategic planning, goal setting, and goal fulfillment.
9. A solid proficiency in the English language with strong professional communication skills including, the ability to communicate and work effectively with a variety of internal and external stakeholders.
10. Outstanding presentation skills and the experience and proclivity to be an outgoing spokesperson, relationship builder, and fundraiser

11. A demonstrated record of collaboration with others –board members, staff, volunteers, and donors— around the accomplishment of strategic objectives.
12. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team-oriented approach and attitude.
13. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types.
14. An ability to effectively multi-task and coordinate between different projects and/or departments and agencies while remaining organized and solution focused.
15. An ability to thrive in a fast-paced, dynamic environment, with high expectations for professional outcomes.
16. Proficient skills in the use of MS Word, Excel, Power Point, Outlook, and Web browsers.
17. The ability to critically analyze and resolve quantitative, logistical, and motivational problems.
18. The ability to stand and sit for extended periods of time, bend stoop, and twist regularly, manipulate items with fingers frequently, operate a computer regularly, visually inspect displays/monitors, and effectively communicate verbally, and in written format, with guests, employees, management, and stakeholders regularly.

PREFERRED QUALIFICATION:

1. Demonstrated success in Major Gift fundraising in a large non-profit or university.
2. Experience working with Raisers Edge CRM Database.
3. Experience in planned giving.
4. An innovative and creative approach to major fund development.
5. A familiarity and appreciation for historic and collectible vehicles.
6. An interest and willingness to participate in the activities and events of the auto enthusiast community.

WORKING CONDITIONS:

1. Exposure to a combination of office, shop, commercial retail, commercial food, and outside environments.
2. Minimal exposure to cleaners and various other chemicals.
3. Minimal exposure to dust, gases, and fumes.