



Ronald McDonald House Charities of Madison  
2716 Marshall Court, Madison, WI 53705  
Phone: (608) 232-4660 / Fax: (608) 232-4670

## JOB DESCRIPTION

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**Organization:** Ronald McDonald House Charities of Madison (RMHC-Madison)  
**Position Title:** Director of Development  
**Reports To:** Chief Executive Officer (CEO)  
**Salary Range:** Minimum base salary \$80,000/year  
**FLSA status:** Full-time Exempt

### **Job Purpose**

Since 1993, RMHC-Madison has been keeping families with sick or injured children close to each other while they receive medical care at area hospitals far from home. Through three core programs – the Ronald McDonald House, Ronald McDonald Family Room at SSM Health St. Mary’s Hospital-Madison, and the Ronald McDonald Care Mobile – we provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

The Director of Development advances the mission by building a strategic development plan that secures financial gifts necessary to support the growth of the organization. This position requires vision and execution of a comprehensive approach, which deepens mission understanding and engagement across a robust donor base, turning awareness into action to support the ever-changing needs of the mission.

This position works collaboratively with the CEO, the Leadership Team, and the Board’s Development Committee to lead this work and directly supervises all development and communications staff.

### **Job Responsibilities**

- Fundraising and Donor Development
  - Collaboratively develop and implement a comprehensive annual fundraising plan including strategy and goals for individuals, corporations, foundations, and organizations.
  - Supervise and lead Events and Corporate Partnerships Manager, Stewardship Manager, and Creative Content Manager.
  - Support the development and implementation of a dynamic marketing plan, deepening mission awareness and turning awareness into action through social media, website, collateral, press, and engagement opportunities.
  - Develop and manage department budget as well as annual revenue projections in cooperation with the CEO and Director of Administration.
  - Oversee and expand major giving, corporate partnerships, and planned giving programs.
  - Collaborate with the Events & Corporate Partnerships Manager to strengthen events and experiences which increase revenue and elevate the mission.
  - Develop, enhance, and oversee donor recognition including acknowledgements, giving societies, and events.
  - Research grant opportunities and write grant applications.
  - Identify and propose new fundraising opportunities to benefit RMHC.
  - Serve as the staff lead for the Development Committee and plan meetings in cooperation with the Committee Chair.
  - Work in partnership with the Stewardship manager to increase existing and lapsed donor giving through meaningful solicitation and stewardship plans.
  - Focus on new donor acquisition by expanding awareness of mission through innovative strategies.

- Develop personalized strategies to identify, solicit, and steward major donors to ensure long-time support.
  - Develop resources to support the Board of Directors, CEO, staff, and ambassadors to identify and solicit major gifts and opportunities.
  - Ensure that donors are recognized appropriately in annual reports, newsletters, and other publications.
  - Be familiar with RMHC donor database and work closely with Director of Administration to produce reports to analyze trends and update donor information.
  - Understand RMHC gift-related policies and procedures to ensure ethical compliance, as defined by the Association of Fundraising Professionals.
- **Public/Community Relations**
    - Lead the Communications staff to ensure messaging aligns with and supports mission engagement.
    - Enhance RMHC-Madison's community presence and visibility through strategic outreach efforts.
    - Develop and deliver impactful presentations that inspire community involvement and support for the mission.
    - Collaborate on marketing materials by providing essential content and offering guidance to ensure alignment with the organization's goals.
- **People Leadership and Management**
    - Work closely with CEO to provide leadership and planning that ensures a mission-driven work environment that encourages teamwork, integrity, inclusion, and meets annual fundraising goals.
    - Supervise, evaluate, and support the well-being of the Development Department members.
    - Recruit, select, hire, and train new members of the Development Department.
    - Mentor, empower, motivate, coach, and lead Development Department to achieve goals and manage priorities.
    - Develop a collaborative team environment across the Development Department as well as with other RMHC departments.
    - Uphold the organization's culture, mission, values, and competencies.

### **Ideal Characteristics**

- A friendly, positive, and professional demeanor, combined with strong attention to detail.
- A proactive willingness to assist in areas beyond the core responsibilities of the role.
- Authentic commitment to RMHC's Core Competencies: Mission-Driven, Collaboration, Integrity, Inclusion, and Adaptability.

**Preferred Qualifications:** While the following qualifications are preferred, we encourage all interested candidates to apply, even if you don't meet every requirement. We value diverse experiences and believe they contribute to a stronger team.

- Bachelor's degree in relevant field and/or minimum 7-years in professional fundraising.
- Proven experience developing and executing a strategic annual development plan.
- Experience building and maintaining long-term relationships with constituents such as individual and major donors, corporate and community partners and foundation advisors.
- Involvement with capital campaigns, major gifts, planned-giving and evolving charitable trends.
- Lead in closing five- and six-figure gifts.
- Proficient in developing and managing a budget.
- Experience in Madison, South Central Wisconsin, and Northern Illinois philanthropic communities.
- Ability to effectively communicate RMHC's mission and impact to the broader community.

- Outstanding verbal and written communication skills.
- Excellent interpersonal skills with a professional demeanor.
- Demonstrates strong judgement skills and attention to detail while meeting deadlines.
- Proficient in Microsoft Office products, database and event management software.
- Ability to travel locally or regionally occasionally. Valid driver's license required.
- Knowledge and skills working with a diverse clientele from different cultures, languages, and religious beliefs.

**Physical Demands and Work Environment:**

- These physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential job responsibilities.
- Position is full-time with primary hours falling during stated business hours.
- Flexibility to work a hybrid schedule as required by organizational needs, including availability for weekends, early mornings, and evenings based on scheduled events.
- Work is primarily performed in an office environment with minimal exposure to injury.
- Must be able to lift and move up to 30 pounds.
- Ongoing daily use of computers and telephone.
- Walk, sit, stand, bend, climb, and use hands to, handle, or feel objects, tools, or controls; reach with hands and arms; balance; stoop; talk, hear, read, count, and write.
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to focus.
- Must be able to work with frequent interruption.
- Low to moderate noise level.

**Benefits**

To support our teams and their families beyond the workplace, RMHC-M offers a flexible schedule with outstanding benefits package including medical, dental, vision, significant retirement contribution, life insurance, and paid time off for work-life balance.

**How to Apply**

Interested candidates should send a cover letter and resume to The Employer Group at [jobs@theemployergroup.com](mailto:jobs@theemployergroup.com) by end of day Friday, November 15. All materials will be kept confidential.