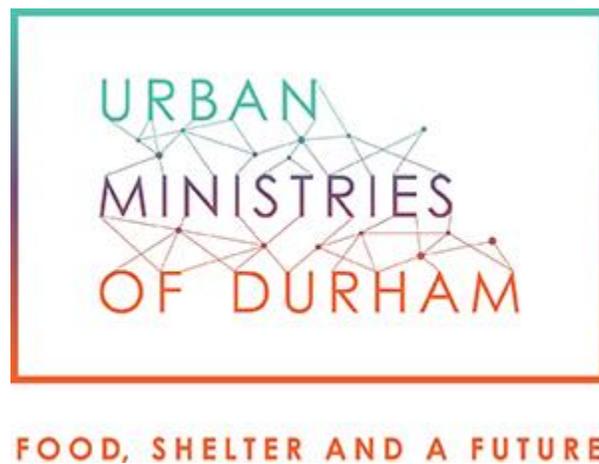




Search for the  
**Director of Development**  
Urban Ministries of Durham

April 2018



Urban Ministries of Durham  
<http://www.umdurham.org/>

Position Description: Director of Development

Applications will be accepted until **May 25, 2018** or until the position is filled.

### **Who We Are**

Urban Ministries of Durham (UMD) connects with the community to end homelessness and fight poverty by offering food, shelter, and a future to neighbors in need. On a typical day, 300-400 people utilize UMD services with 145 people staying in the shelter each night. More than 4,000 people receive assistance each year. As a 501(c)3 nonprofit organization, it provides beds in the *Community Shelter*, meals in the *Community Café*, job placement with *Workforce Training*, basic resources through the *Food Pantry and Clothing Closet*, and addiction aid through the *Recovery Program*.

### **Our Background**

Urban Ministries of Durham assumed its present form in 2001 when the Durham Community Shelter for Hope (a downtown community shelter) joined with the St. Philip's Community Café and the United Methodist Mission Society. Born of a strong connection with faith communities, UMD has evolved into a nonsectarian safety net for homeless families and homeless single men and women in Durham County. It employs a transformative model of meeting basic needs with the goal to move the client into permanent housing as quickly as possible. Coordinated assessments and case management support begins the first week of shelter stay. Individualized exit plans and specialized care address physical or mental health conditions, recovery, job training, literacy or the special needs of veterans. Through these programs and linking clients with other community services, UMD has helped more than 1,000 people move out of homelessness over the past five years.

A 25-member Board of Directors governs UMD with representation from across the community. Board and staff leadership places a high value on diversity through its board recruitment and staff hiring practices. The Executive Director guides a leadership team composed of a Director of Development, a Clinical Director, a Director of Finance and Human Resources, a Director of Marketing, and a Director of Community Engagement. The Board is considering the creation of an Operations Director position. A strategic roadmap that guides its growth is undergoing review.

The essential work of UMD is sustained by a dedicated, effective base of donors. During fiscal 2017 a total of 4,339 volunteers—from elementary school children to senior citizens in their 90s—provided 25,682 hours to end homelessness and fight poverty. Donors are eager and passionate about the work of UMD. UMD has adequate reserve funds to supplement cash flow and handle emergencies. Total revenues for the past fiscal year were \$3.3 million. The fundraising plan requires attention to relationships with longtime donors and the systematic cultivation of new ones including individuals, corporations, faith communities, and foundations.

UMD has a strong, well-deserved and broadly recognized brand, built over recent years with an innovative collaboration with advertising firm McKinney. Fundraising communications, events, and a variety of group and individual appeals effectively share powerful stories of change.

UMD has helped forge a true collaboration with three other organizations assisting homeless families—Housing for New Hope, Families Moving Forward, and Durham’s Partnership for Children. Titled the Durham Collaborative to End Family Homelessness, it attacks the problem from a community perspective instead of the narrow lens of a single organization. Its work has been validated with a major grant from the United Way of the Triangle. The Collaborative has taken a leadership role in creating a coordinated countywide service delivery system, connecting clients with other public and private organizations. Such partnerships are at the heart of UMD’s business plan to move its clients out of homelessness.

UMD is located near downtown Durham, in the exciting Triangle region of North Carolina, which is home to major universities and health centers. The area has an inspiring entrepreneurial spirit and a variety of rich cultural, intellectual, outdoor and athletic offerings as well as proximity to renowned beaches and mountains. Vibrant, diverse and fast-growing, the region consistently ranks high among *Forbes* magazine’s "Best Places for Business and Careers" in the nation.

### **Position Highlights**

The Director of Development will be the chief development officer of UMD. A key point of emphasis will be leading the fundraising effort: developing and managing a portfolio of donors, providing support to the Executive Director and Board members in their fundraising activities, managing the UMD brand and ensuring that the awareness of the value of UMD in the overall community continues to grow. During the last few years, UMD has worked diligently to build the brand to demonstrate to the community that it is a critical component to the success of Durham. The Development Director will be part of a 38-member staff for UMD, will report to the Executive Director and will serve on the leadership team. The position supervises two Development Associates who coordinate in-kind giving, plan special events, manage donor acknowledgment, and assist with social media updates. The Director of Development will also work closely with volunteers serving on UMD’s Board of Directors, the Marketing and Development Committee and the Communications Committee. UMD has a long history of demonstrating fiscal responsibility, valuing donor support, and holding administrative costs to a minimum (8% or less of total spending) as programmatic needs are the highest priority. Budgeted expenses for 2018 are \$2.7 million. Major sources of revenues expected for 2018 are: \$729,000 from local, state, and federal government; \$120,000 from businesses; \$771,000 from various foundations; \$530,000 from individuals; and \$283,000 from special events. The Director of Development will be expected to create and implement a strategic and comprehensive approach to fundraising that includes cultivation, solicitation, and stewardship of individuals, businesses, foundations, congregations, and other organizations for funding and in-kind resources to support UMD’s mission and programs. The position will serve as a major face of

UMD as a speaker to a wide range of audiences and will manage the media presence within the community.

## **Key Responsibilities**

### Planning and Leadership

- Work with the Executive Director and the corresponding Board committees to set annual goals, objectives and timelines for development, marketing and communications activities.
- Develop annual written development and communications plans to raise resources needed and community awareness to support UMD's mission.
- Propose an annual revenue and expense budget for development and communications activities and monitor these revenues and expenses throughout the year.
- Develop and monitor the execution of policies and procedures for the UMD development program that reflect best practices.
- Provide regular reports to the management team and Board of Directors regarding progress on annual goals.
- Lead, train and motivate staff and volunteers to achieve goals for development activities.
- Supervise a full-time Development Associate: ensure that performance expectations are achieved and support the associate's professional development.
- Promote a culture of philanthropy among UMD staff and volunteers.

### Fundraising

- Identify, cultivate and solicit major gifts
- Support the Executive Director, Board of Directors and key volunteers with major gift solicitations.
- Track and report, on a regular basis, interactions with current and prospective donors.
- Develop and oversee processes to recognize and appreciate gifts to the organization.
- Ensure that signature fundraising events are successful and raise community awareness.
- Work with the Executive Director, Board members and others to create a network of individual, corporate, foundation and governmental funders who will invest in the mission of UMD.
- Ensure that grant applications and reports are strategic, timely and effective and offer a significant return on the invested effort.

### Communications and Marketing

- Responsible for all functions and activities of an effective communications and marketing program raising community awareness of UMD and its work and needs.
- Working with the Marketing & Development Committee of the Board, create and implement a written marketing plan with goals, objectives and timelines.
- Serve as a key spokesperson for the organization, both for scheduled presentations and for spontaneous or unplanned interactions with the media and the public.
- Lead, train and motivate staff and volunteers assisting with communication and marketing activities.
- Establish clear and measurable marketing and communications objectives.

- Use the latest technologies and methods UMD can afford to reach its audiences and achieve goals. This includes, communications with donors, website management, social media, press releases, promotions for events, direct mail appeals, media relations, and the annual report.

#### Donor Data Management

- Monitor all prospect and donor contacts to ensure timely, positive and purposeful relations are cultivated and maintained.
- Ensure collection of in-kind donor contact information, the provision of tax receipts, and appropriate recognition for significant in-kind donors.
- In conjunction with the Director of Community Engagement, identify in-kind donors and/or volunteer individuals, congregations, corporations, and other constituents able to make financial gifts to the work of UMD, and ask them to make a financial gift.
- In conjunction with Director of Community Engagement, ensure collection of contact information and tracking of hours of UMD volunteers.
- Supervise Development Associate to administer donor database and safeguard donor contact information and gift records to send timely acknowledgement and tax letters.

#### Administration

- Participate in Board of Directors meetings as needed and support and lead the work of Board committees overseeing development, communications and marketing.
- Perform other related duties assigned by the Executive Director.

#### **Required qualifications and skills**

- Bachelor's degree in a relevant field such as journalism, marketing, advertising, communications, fundraising, or management preferred
- Demonstrated interest in being a part of an agency committed to helping others reclaim their stability, independence and to have a home of their own
- Experience working with a board of directors, key marketing and development volunteers and development staff
- Demonstrated success developing and implementing strategic fundraising plans and achieving goals
- Proven ability to manage and grow an active portfolio of prospects
- Marketing and communications skills needed to tell UMD's story with conviction.
- Experience using social media to promote awareness of the organization, distribute information and grow the network of interested parties and supporters
- Experience managing a team of fundraising professionals
- Success soliciting major gifts (\$5,000)
- Ability to work independently and as part of a team
- Demonstrated success managing volunteers
- Proficiency in computer skills related to fundraising, communications and reporting

**Compensation**

Salary and benefits for the position are competitive within the nonprofit field and based on experience.

**To Apply**

In one document please submit a cover letter, your resume, contact information for three professional references, salary requirements (which may be included in your cover letter), and where you learned about the position and send via email to:

Mr. Sheldon Mitchell  
Executive Director  
Urban Ministries of Durham  
[UMDSearch@mossandross.com](mailto:UMDSearch@mossandross.com)

Applications will be accepted until May 25, 2018, or until the position is filled. No calls please. Urban Ministries of Durham is an Equal Opportunity Employer.

Additional writing samples and a short presentation will be required from finalists. Academic, credit and criminal checks will be conducted before a final offer is made.

The consulting firm of moss+ross ([www.mossandross.com](http://www.mossandross.com)) has been retained to assist with the search.