

Director of Philanthropy

Mission

ElderHelp provides personalized services and information that helps seniors remain independent and live with dignity in their own homes.

Values

COMPASSION - we are supportive, caring, and strive to strengthen the lives of others
INTEGRITY - we do the right thing when no one is looking and remain focused on those we serve
COMMUNITY – we seek collaboration and effective communication
ACCOUNTABILITY – we are dependable and responsible
RESPECT – we honor the process of aging, consider the ideas of others, and value diversity
EXCELLENCE – we are responsive, innovative and strive for quality in all we do

Organizational Expectations

ElderHelp employees are expected to be flexible, positive, contribute to the solution, integrate the organization's values into their work, and work hard to make a difference in the lives of seniors.

POSITION EXPECTATIONS

ElderHelp's Director of Philanthropy (DOP) is an effective leader with excellent written and verbal communication skills. The DOP is detail oriented, conscientious, and creative and utilizes the agency's resources efficiently. The DOP must be flexible and an independent self-starter with the ability to work effectively with a diverse group of individuals which includes motivating and facilitating collaboration among staff, volunteers, and the Board of Directors.

THE POSITION

The Director of Philanthropy is accountable for implementing and overseeing all fundraising and communications and PR functions for the organization, in collaboration with the CEO/Executive Director. Main areas of focus include fundraising training and coordination of the EH Board of Directors and management of all Annual Fund activities that include events, individual giving, corporate support, grants, and client contributions. Agency marketing oversight will include newsletter production, website, social media, electronic communication, annual report production and staffing development committees.

REPORTS TO

Chief Executive Officer/Executive Director

ESSENTIAL FUNCTIONS

General:

- Hires, evaluates, supervises, and manages all Development staff.
- Develops fundraising and event budgets; monitors expenses and income within budget guidelines.
- Strategically crafts and administers annual development plan; evaluates campaigns including but not limited to Crowdfunding, Lapsed Donor, Holiday Angels, Year End, Special Events, and Fiscal Year-end.

- Oversees all donor activities and interactions through DonorPerfect.
- Works closely and effectively with ElderHelp Board members to expand and leverage their fundraising abilities, particularly by training and working with them to identify and cultivate new and continuing funding relationships.
- Assists in the development of branding, communications tools, and external relations strategies.
- Oversees the coordination of timely gift acknowledgement; establishes and manages procedures to ensure efficient and accurate input of data into the donor database (Donor Perfect) and retrieval of relevant data for analysis as requested.
- Proactively and systematically identifies, engages, and cultivates relationships with potential funders, including corporations, governments, foundations, individuals, and institutions.
- Crafts and articulates compelling, fact-based narratives and statements of need to support funding opportunities.
- Works independently to identify, engage and cultivate relationships with philanthropic donors and socially motivated finance partners.
- Manages and continuously enhances relationships with current and past funders.
- Increases agency acquisition base through events, fundraising activities, and direct mail.
- Represents ElderHelp at industry events and makes agency presentations as needed.

Events:

- Designs, plans, implements all agency fundraising special events and oversees all logistics and underwriting solicitation.
- Recruits, coordinates, and participates in volunteer committees needed to work on events and fundraising.
- Secures and manages venues, vendors, rentals, etc. for all events.
- Auction/raffle item solicitation, acquisition, tracking, gift acknowledgement, etc.
- Event planning, management, and preparation (pre-event, day of and post-event).
- Plans and coordinates all event marketing efforts including committee communication.
- Monitors event metrics and prepares reports as required for the Board.
- Along with CEO/Executive Director, solicits sponsorships and/or underwriters for events and programs.
- Procures in-kind donations, prizes, awards, and printing for the purpose of lowering fundraising costs.
- Works with program staff and volunteers to ensure that every event contains program content to enhance the knowledge of participants regarding ElderHelp.

Marketing:

- Manages media/marketing contacts list.
- Updates EH Descriptions and Financials on Donor/Industry websites.
- Maintains and tracks collateral pieces and assists in collateral development.
- Oversees and manages website content, maintenance, and user management.
- Oversees, manages, and markets the vehicle donation program.
- Oversees creation, production, editing, and dissemination of Annual Report.
- Manages and guides professional services contractors, such as marketing and web-service consultants, to ensure the organization is receiving excellent work product and value.
- Develops collateral materials which include newsletters, press releases, fact sheets, media kits, brochures, fliers, and other materials needed for effective communication and marketing of ElderHelp programs and services.
- Other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:

Bachelor's Degree required. Candidates for the position must have excellent written and oral communication skills and a minimum of four years proven fundraising experience. Candidates must have excellent computer skills, including Word, Excel, and donor management platforms. DonorPerfect, Constant Contact, Canva, and WordPress experience preferred. Candidates must be self-motivated, have good time management, and be accurate in documentation and reporting.

SALARY & BENEFITS

This is a fulltime, salaried position that pays \$70,000 – \$80,000 commensurate with experience, plus benefits. ElderHelp offers a generous benefits program:

- 100% employer paid Gold-level medical and dental plans
- No waiting period for benefits enrollment
- 100% employer-sponsored telemedicine solution
- Flexible and hybrid work schedule
- 401(k) plans and employer matching
- 10 paid holidays
- Employees are provided an additional one-week paid time off in addition to vacation and sick accrual
- Professional development
- Team bonding days

WHO WE ARE

ElderHelp has a culture of teamwork and inclusion where we believe we are better together. We value the differences in our community and believe those differences are what makes us a stronger organization. We offer opportunities for staff to participate in DEI trainings and create safe spaces to learn and share about this important work.

Our Board of Directors, staff, and volunteers come together with a shared passion for our mission supporting each other to meet the needs of the community we serve.

TO APPLY

Send cover letter and resume to Anya Delacruz at adelacruz@elderhelpofsandiego.org by Friday, May 5, 2023. Please refer to our website for more information on services and programs. Please no phone inquiries, fax transmittals, or walk-ins.

This Job Posting is intended to describe the general nature and level of work being performed. It is not meant to be construed as an exhaustive list of all responsibilities, duties and skills required by this job classification.

ElderHelp of San Diego is an equal opportunities employer that values diversity in its many forms. ElderHelp does not discriminate in its employment practices or policies on the basis of race, color, creed, ethnic or national origin or ancestry, age, gender, religious beliefs, sexual orientation, veteran status or disability.