

Holly Hall Fundraising and Development

Classification: Exempt

Department: Development

Revised Date: June 3, 2021

Reports to: CEO and Sr. Director Communications

General Description: In collaboration with the Board of Directors, CEO, the Sr. Director of Communications and staff, the Fundraising and Development person will be responsible for maintaining our comprehensive fund development program, including annual giving, major donors, foundation and corporate initiatives and management of special projects, to sustain the goals of Holly Hall and assure organizational financial sustainability.

Duties and Responsibilities:

- Establish and oversee policies and procedures needed to conduct a professional development program.
- With the assistance of the Development Committee of the Board of Directors, develop, maintain and update a strategic plan for fundraising for Holly Hall fundraising.
- Provide leadership in identifying, cultivating, soliciting and sustaining major gift donors and prospective donors including individuals, foundations and corporations.
- Build, enhance and sustain Holly Hall donor relationships, including one-on-one relationships.
- Oversee information systems to track and follow up all potential and actual donors and to evaluate the effectiveness of fundraising initiatives.
- Manage the effective fundraising to current and prospective donors to include, but not limited to, brochures, letters, invitations, website and social media.
- Prepare and manage proposal submissions and maintain grant timelines, tracking and reporting.
- Track and monitor timely spending of restricted funds.
- Perform monthly reconciliation in conjunction with Accounting Office; prepare reports for annual financial audit.
- Prepare monthly status reports for Board meetings and/or Development Committee meetings.
- Ensure appreciation of all donors, including preparation of thank you/acknowledgment letters, receipts and event recognition.
- Make presentations to potential contributors and community organizations and represent Holly Hall, as appropriate, and give tours of Holly Hall facilities, as needed.
- Create and oversee annual revenue and expense fundraising budgets.
- Manage volunteer program, including soliciting volunteers, identifying needs or opportunities, receive and review volunteer applications, conduct volunteer orientation, and steward all volunteers.
- Other duties as assigned by the CEO and Sr. Director of Communications.

Qualifications:

- Undergraduate degree required, with a minimum of 4 years of successful fundraising and development experience.
- Must be able to perform each essential duty with a high degree of proficiency, professionalism and tact. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.
- Have personally secured corporate, foundation and individual gifts.
- Planned Giving experience is preferred, but not mandatory.
- Strong computer skills, including capacity to efficiently use fundraising database systems. Blackbaud Raiser's Edge experience is preferred, but not mandatory.
- Highly organized with ability to implement systems and follow-up processes.
- Excellent grammar, writing, editorial, research and speaking skills.
- Ability to work well with Board members and interact with corporate and community leaders and foundation trustees.

Other Skills and Abilities: Must display a pleasant, cooperative, service-oriented attitude at all times with residents, families, physicians, and facility personnel. Represents Holly Hall both on and off site; and must be team oriented and able to work cooperatively in groups to accomplish a common goal.

Performance and Professionalism

- Exude professional presence when representing Holly Hall; exhibit degree of professionalism consistent with standards in performance, behavior, and appearance in compliance with the employee handbook.
- Embrace Holly Hall's core values of Peace, Excellence, Compassion and Respect every day.
- Maintain resident confidentiality and privacy at all times according to legal and internal policies and procedures; uses discretion when discussing confidential matters.
- Sustain positive working relationships with management and coworkers; willingly follow directions and requests as appropriate.
- Exhibit professional standards through appearance and demeanor consistent with personnel standards.
- Demonstrate a thorough knowledge of work assignments and performs in a manner to meet quality and timeliness objectives.
- Establish knowledge and understanding of policies and procedures; seek clarification or interpretation from appropriate supervisor when needed.
- Must have an interest in the elderly.
- Sits, stands, bends, lifts, and moves intermittently during working hours.
- Use tactful, diplomatic communication techniques in all relations with others.
- Demonstrate professional development/skills competency in all activities.
- Participate in in-service, projects, and committees as assigned.
- Maintain all certifications necessary for employment.
- Demonstrate flexibility, open mindedness, and versatility in adjusting to changing environments and requirements, as necessary.
- Actively pursue improving his/her skills through participation in education opportunities whether offered on the job or outside of the community, to increase knowledge of work-related issues.
- Maintain a current knowledge of federal, state and other regulations applicable to job.

Work Environment/Physical Demands:

- While performing the **duties** of this **job**, employees are regularly required to sit, walk and stand; talk or hear, both in person and by telephone; use hands repetitively to finger, handle, feel or operate standard **office** equipment; reach with hands and arms; and lift up to 25 pounds.

Safety & Security

- Comply with Holly Hall's established safety rules and practices.
- Comply with applicable safety policies and procedures as prescribed by the organization, as well as government regulations.
- Report any potential safety hazard(s) immediately to supervisor or other appropriate personnel.
- Report any injury of resident, visitor, or employee immediately to supervisor or other appropriate personnel.
- Provide assistance to resident, visitor, or employee in an emergency situation, following the proper emergency procedures.

Organizational Culture: Holly Hall is a Christian Retirement Community. Employees will work in an environment where Christian values are practiced. Successful employees will be able to excel in such an

environment.

General Statement: It is understood that this document may be changed in the future in the best interest of Holly Hall and/or those served. Any changes will be discussed with the incumbent.

Employee Signature

Date

Department Head Signature

Date

Application Process: To apply for this position, please complete an online application which can be accessed through the “careers” tab on the Holly Hall website at www.hollyhall.org/.