



**Friends of Warner Parks**  
**50 Vaughn Road**  
**Nashville, TN 37221**  
**(615) 370-8053**  
[www.warnerparks.org](http://www.warnerparks.org)

## **Job Title: DIRECTOR OF DEVELOPMENT AND DONOR ENGAGEMENT**

**Position Description:** The Director of Development and Donor Engagement is responsible for creating and implementing the fundraising strategy for individual giving to the organization, including ongoing donor cultivation and stewardship, administration, and executing strategic fundraising initiatives for all prospects. The position requires a strategic thinker, synthesizer, and networker who is committed to supporting the mission of Friends of Warner Parks (FOWP). Key performance indicators are revenue goals and growth, timeliness and accuracy of work, donor retention and growth.

### **Development**

- Work collaboratively with the Senior Director of Advancement, President, and COO to set and meet fundraising goals for the organization for individual unrestricted annual giving.
- Work directly with Marketing & Development Committee to meet fundraising goals.
- Manage comprehensive major gift program.
- Manage lapsed donor email and letter campaigns.
- Lead donor cultivation efforts for Annual Giving.
- Lead donor cultivation efforts for Planned Giving.
- Lead donor cultivation efforts for Tribute Giving.
- Lead campaign for Endowment giving.

### **Donor Engagement**

- Work with President and board members to implement a donor identification and engagement strategy to identify, cultivate, solicit, and steward donors to grow donor base, increase retention, and strengthen donor relationships.
- Ensure timely and professional recognition of all gifts. Ensure donor letters are updated and accurate.
- Manage, in collaboration with Director of Membership and Corporate Sponsorships, Outreach Tents in the park.
- Collaborate with team members on marketing efforts to include email communications, invitations, brochures, and other collateral, as needed.

### **Data and Gifts Management**

- Manage organization's CRM database to include coordination of data hygiene updates and other needed updates.
- Review and analyze monthly individual giving report.
- Responsible for all lists for donor campaigns and fundraising events.

### **Events**

- Collaborate with team members to engage event attendees and encourage giving.
- Serve as primary contact for Sunday in the Park
  - Serve as point person for event chairs;
  - Manage process for all letters, lists, and fundraising initiatives;
  - Manage table assignments;

- Provide all content for printed program;
- In collaboration with Director of Operations, serve as primary on-site contact on event day.
- Assist with and attend all FOWP events.

Perform other duties as assigned to support the FOWP mission.

**Qualifications:**

- Bachelor's degree and 3-5 years minimum experience in nonprofit administration and/or fundraising
- Database management and reporting skills;
- Exceptional organizational and written and verbal communication skills, as well as the ability to multitask, meet deadlines, and achieve results in a team environment;
- Experience in community networking, human resources, organizational development, or nonprofit administration;
- Demonstrated ability to work independently, with minimal day-to-day supervision, and as a member of a small, supportive team;
- Ability to work in a variety of settings, including a shared office environment and outdoors in all seasons.

*Reports to: Senior Director of Advancement.*

This position is full-time with bi-monthly salary payments commensurate with experience. Interested persons should send a resume and cover letter explaining their qualifications to Jane Avinger: [javinger@warnerparks.org](mailto:javinger@warnerparks.org).