



Director of Advancement

Mission Statement for Rainbow Acres

Rainbow Acres a Christian Community with heart, empowers persons with developmental disabilities to live to their fullest potential with dignity and purpose.

Rainbow Acres is an independent not-for-profit Christian ministry. Established in 1974, Rainbow provides a residential community to fulfill its mission. An independent, self-perpetuating Board of Trustees from Arizona and across the nation governs the ministry.

Job Title: Director of Advancement

Department: Advancement

Reports to: President/CEO

Prepared Date: July 2024

Summary: The Director of Advancement is responsible for the oversight of the admissions function and all fundraising activities. Reporting to the President/CEO the Director of Advancement will oversee the day-to-day management and implementation of a multifaceted annual advancement effort, comprised of ongoing strategic initiatives that seek to achieve the organization's admissions goals along with campaigns that seek to secure the targeted financial support from church partners, individuals, foundations, corporations, and grants, while ensuring an excellent donor experience. This position also oversees development operations and services, including prospect and donor tracking and management and donor stewardship. In addition to overseeing and managing the development function, the Director of Advancement oversees Rainbow Acres' external marketing (print/web/social) and maintains his/her own portfolio of high-potential individual and institutional prospects and donors, directly engaging them in the organization; and supports and partners with the CEO in his/her fundraising activity. As a member of the Senior Management Team, he/she participates in the strategic planning process and the achievement of organizational goals.

Minimum Professional Requirements

The Director of Advancement will be an experienced professional with a minimum of a Bachelor's Degree in a related field along with a strong demonstrated track record in fundraising and revenue generation. He/she will be well versed in planning and executing strategies that drive the attainment of annual and long-range revenue generation goals. Must have a well-developed understanding of nonprofit fund raising and its rationale which can be clearly articulated. The ability to prioritize and manage competing demands, a high degree of self-initiative, and a willingness to travel domestically (40- 50%). Evidence of strong Christian commitment is preferred. Evidence of strong ethical standards and moral character is essential along with sensitivity to the needs of the Ranchers. This is a safety sensitive position.

Professional Responsibilities

1. Uphold the personnel policies, the mission and vision of Rainbow Acres to facilitate a quality Christian community on Rainbow Acres for the benefit of the residents
2. Provides leadership in all areas of Advancement



3. Collaborates with the Director of Admissions and the President/CEO in the establishment of admissions goals with supporting strategies and initiatives to drive attainment
 - Works with the Advancement Team to develop and implement a marketing plan that supports the generation of admissions inquiries
 - Ensures the appropriate level of admin support for the Admissions area
 - Builds bench strength in the Admissions area, ensuring coverage when the Director of Admissions is out of the office with timely response to inquiries
4. Is responsible for the oversight of all fundraising activities
 - Develops an annual fundraising plan and budget supported by strategies and initiatives to drive attainment
 - Establishes goals for all categories of fundraising: Church partners, foundations, individual giving, corporate, grants, planned giving, etc.
 - Develops and implements strategies to support the attainment of goals
 - Monitors progress and adjusts as needed to drive attainment of goals
 - Maintains accurate records regarding all donors and fundraising activities
 - Effectively analyzes and utilizes data to target specific donor populations; with a focus on building long term beneficial relationships
 - Oversees a variety of events including Family & Friends, in addition to dinners and other fundraising activities and campaigns
5. Serves as the primary contact with supporting and prospective churches in Arizona, California, and Nevada. Searches for foundations outside Arizona that seem to have an interest in supporting ministries like Rainbow Acres that provide services to developmentally disabled adults.
 - Sunday morning messages, 5 to 10-minute presentation during worship
 - Communication with pastors, mission committees/teams/boards
 - Provide materials that may be used by churches without Rainbow Acres presence
 - Attends regional denominational conferences, annual meetings, church mission events
 - Solicit new or increased financial support as appropriate
6. Weekly, monthly, and quarterly reports and meetings to outline progress, challenges and to communicate needs
7. Presents clear and detailed advancement reports to the President/CEO and Board of Trustees
8. Manage a personal portfolio of donors to strategically sustain and increase their support and assist the President/CEO and board members to do the same
9. Assist staff speakers, Board members, Residents, and parents or volunteers to equip them to share stories on behalf of Rainbow Acres as prescribed by the Benevon model
10. Be an ambassador for Rainbow Acres in the community through the Verde Valley Tax Coalition, Leap of Faith Learning events, and any events where community donors are involved so that they know that Rainbow Acres values the relationship with them
11. Other tasks as assigned by the President/CEO

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to stand; walk; have great dexterity of hands and arms; stoop; kneel; and talk; or hear. The employee is required to sit for long periods of time. The employee may be required lift and/or move more than 25 pounds.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The working



environment is generally favorable. Lighting and temperature are adequate, and there are no hazardous or unpleasant conditions caused by noise, dust, etc. Work is generally performed within an office environment, with standard office equipment available.