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| _____ Supervisor's Printed Name |
| _____ Supervisor's Signature of Approval |
| _____ Date Approved |



**ADVANCEMENT DIRECTOR
(MID-EASTERN U.S.)
POSITION DESCRIPTION**

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| EFFECTIVE DATE: <u>10/18/17</u> | REPORTS TO: <u>VPIA</u> |
| DIVISION: <u>Institutional Advancement</u> | SUPERVISES: <u>N/A</u> |
| DEPARTMENT: <u>Development</u> | DRIVING CLASS: <u>Required</u> |
| FLSA CLASS: <u>Exempt</u> | BENEFITS: <u>Eligible</u> |
| FTE STATUS: <u>1.0 (Full-time)</u> | LOCATION: <u>Detroit MI.</u> |

GENERAL SUMMARY:

The Advancement Director develops, executes, and manages advancement initiatives in Detroit and throughout the Mid-Eastern regions of the U.S. to develop and maintain strong individual, corporate, and foundation relationships in support for America's Automotive Trust (AAT), its mission, and its affiliates – LeMay - America's Car Museum (ACM) and the Restoration, Preservation, & Mentorship Foundation (RPM). The Advancement Director identifies, cultivates, solicits and stewards a portfolio of major gift prospects, and creates meaningful relationships and opportunities for compelling partnerships that secure, sustain, and maximize funding in support of the Trust's mission, initiatives, and affiliate entities.

In addition to development duties, this position is responsible for marketing and promotions related to advancement within the designated regions and for creating collaborative partnerships with other entities involved in automotive heritage and automotive educational activities.

The incumbent for this position must possess a dedicated work space within the incumbent's residence for use as a home office, as this is a remote telecommute position. This position reports to the VP of Institutional Advancement and performs a majority of work independently while exercising professionally sound judgment and discretion. Responsibilities include, but are not limited to: Developing and executing a successful fundraising plan and strategies throughout Detroit and the Mid-Eastern regions of the U.S.; Identifying, cultivating, stewarding, and maintaining an active portfolio of individual, corporate and foundation major-gift-prospects; Soliciting gifts, grants, sponsorships, and in-kind donations at the \$25,000 level or above; Meeting established fundraising goals and objectives; Updating prospect records within the CRM database (ALTRU); Managing the corporate and foundation giving processes within assigned regions; Ensuring proper utilization and administration of acquired grants, sponsorships, and in-kind gifts; Creating and executing advancement promotional activities and events; Participating in enthusiast and promotional events to promote the automotive heritage and the Trust; Creating collaborative partnerships with other entities involved in automotive heritage and educational activities; Attending events and speaking publicly to promote AAT and its affiliates; Strategic planning; Budget creation,

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implementation, and oversight; Collaborating interdepartmentally within AAT and its affiliates for advancement purposes; and, Creating regular internal and external reports.

The incumbent to this position must possess significant, demonstrable experience and success in major gift development and procurement, an in-depth understanding and skill in donor cultivation and stewardship, and the ability and stature to effectively articulate and represent AAT and its affiliates at the highest corporate levels and to major donors capable of gifts in excess of \$25,000 or above.

This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. The requisites described within this position description are representative, but not all-inclusive, of the knowledge, skills, and abilities required for this position. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

PRIMARY OBJECTIVES:

1. Build and manage a sustainable Major Giving Program in Detroit and throughout the Mid-Eastern regions of the U.S., generating funds to strengthen the financial resources of AAT and its affiliates;
2. Procure long-term, regular financial support for AAT and its affiliates through cultivation, solicitation, and stewardship of individual, corporate, and foundation prospects and ensuring donors and prospects remain informed about the organization's mission, needs, and giving opportunities;
3. Build collaborative partnerships with entities involved in automotive heritage and educational activities to further AAT's mission and financial stability, and to position AAT and its affiliates as a leading voice, preeminent in promoting and preserving automotive heritage;
4. Ensure Advancement Division and affiliate collaboration and communication regarding Mid-Eastern U.S. advancement efforts so as to align and compliment AAT's cumulative advancement efforts.

MAJOR RESPONSIBILITIES:

1. Planning, implementing, and managing advancement initiatives in Detroit and throughout the Mid-Eastern regions of the U.S. to develop and maintain strong individual, corporate, and foundation relationships in support for America's Automotive Trust (AAT), its mission, and its affiliates
2. Identifying, cultivating, stewarding, and maintaining an active portfolio of individual, corporate and foundation major-gift-prospects;
3. Soliciting gifts, grants, sponsorships, and in-kind donations at the \$25,000 level or above;
4. Overseeing the creation, implementation, and monitoring of the regional major and planned giving program budget including tracking income and expenditure, authorizing disbursements, financial analyses, and preparing reports;
5. Creating collaborations and partnerships with other entities involved in automotive heritage and automotive education activities—such as the North American international Auto Show, Rock Ventures, the Concours d'Elegance of America, the Woodward Dream Cruise, etc.;
6. Participating in enthusiast and promotional events of collaborative partners and creating and executing new AAT events to promote automotive heritage and the mission of the Trust.

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QUALIFICATIONS:

The incumbent for this position must possess a Bachelor's degree (Master's degree preferred) and 5-years of significant, successful fundraising experience in the cultivation, solicitation, and stewardship of major gift benefactors with a demonstrated record of securing gifts of \$25,000 and above. Additionally, the incumbent must possess the ability and stature to articulate and represent AAT and its affiliates at the highest corporate levels and must possess a dedicated work space within the incumbent's residence for use as a home office, as this is a remote telecommute position in which travel is required.

Additionally, the incumbent must possess:

1. The ability to pass an in-depth background investigation including criminal history, employment records, and personal references;
2. A valid driver license with the ability to drive a personal vehicle for business purposes;
3. Demonstrable experience and success in major gift development at the level of \$25K and above;
4. The understanding of financial, legal, and income tax implications involved in charitable giving;
5. An in-depth understanding and skill in stewarding donors;
6. Experience in budgeting and financial management;
7. Effective project management skills, attention to detail, and ability to drive projects toward successful completion;
8. Strong skills in strategic planning, goal setting, and goal fulfillment;
9. A solid proficiency in the English language with strong professional communication skills including, the ability to communicate and work effectively with a variety of internal and external stakeholders;
10. Outstanding presentation skills and the experience and proclivity to be an outgoing spokesperson, relationship builder, and fundraiser;
11. A demonstrated record of collaboration with others –board members, staff, volunteers, and donors— around the accomplishment of strategic objectives;
12. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team oriented approach and attitude;
13. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;
14. An ability to effectively multi-task and coordinate between different projects and/or departments and agencies while remaining organized and solution focused;
15. An ability to thrive in a fast-paced, dynamic environment, with high expectations for professional outcomes;
16. Proficient skills in the use of MS Word, Excel, Power Point, Outlook, and Web browsers;
17. The ability to critically analyze and resolve quantitative, logistical, and motivational problems;
18. The ability to work from home and travel for business via plane;
19. The ability to stand and sit for extended periods of time, bend stoop, and twist regularly, manipulate items with fingers frequently, operate a computer regularly, visually inspect displays/monitors regularly, attend and set up events periodically, and effectively communicate verbally, and in written format, with guests, employees, management, and stakeholders regularly.

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PREFERRED QUALIFICATIONS:

1. Demonstrated success in Major Gift fundraising in a large non-profit or university;
2. A Master's degree;
3. An innovative and creative approach to major fund development;
4. A familiarity and appreciation for historic and collectible vehicles;
5. Demonstrated experience in stewarding prospects at the highest corporate level resulting in major gifts of \$25,000 or more.

WORKING CONDITIONS:

1. Exposure to a combination of home office, shop, commercial retail, commercial food, and outside environments;
2. Minimal exposure to cleaners and various other chemicals;
3. Minimal exposure to dust, gases, and fumes.

RESPONSIBILITIES:

CULTIVATION, STEWARDSHIP & FUNDRAISING:

1. Develops and directs AAT's Major Gift Program throughout Detroit and the Mid-Eastern regions of the U.S. to support the work of AAT and its affiliates – ACM and RPM;
2. Identifies, cultivates, and stewards a portfolio of no less than 150 individual, corporate and foundation major giving prospects capable of donations at \$25,000 or above;
3. Shepherds prospective high-level and major individual, corporate, and foundation benefactors through the gift process from initial contact through inviting the gift, closing the solicitation, thanking, and recognizing the donor, and reporting;
4. Solicits gifts, grants, sponsorships, and in-kind donations at the \$25,000 level and above;
5. Collaborates with Advancement and Executive personnel of AAT and its affiliates to provide for an effective major gift program throughout Detroit and the Mid-Eastern regions of the U.S;
6. Collaborates with Marketing & Communications Department for the promotion of regional major gift and advancement efforts;
7. Oversees the updating of regional prospect and donor data through use of the Altru CRM database and collaboration with the CRM Database Coordinator;
8. Participates in annual Institutional Advancement Department's strategic and operational planning process to provide an effective annual plan for the regions' Major Gift Program within the Division;
9. Develops, reviews, and delivers major and planned giving policies and processes to support the effective identification, cultivation, solicitation, and stewarding of gifts;
10. Makes public and private presentations to individuals, groups, corporate executives, and foundations to promote the education and support of AAT and its affiliates;
11. Utilizes direct and electronic mail, museum publications, the website, seminars, and events to cultivate prospects and promote major giving in support of AAT's mission;

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12. In collaboration with AAT's Marketing Department, oversees regional planned giving marketing and website content;
13. Meets established fundraising goals and objectives.

COLLABORATIVE PARTNERSHIPS &EVENTS:

1. Initiates and creates collaborative partnerships with other entities involved in automotive heritage and educational activities, e.g., the North American international Auto Show, Rock Ventures, the Concours d' Elegance of America, the Woodward Dream Cruise, etc.;
2. Participates in enthusiast and promotional events of entities involved in and promoting automotive heritage and related educational activities;
3. Creates AAT advancement events to promote automotive heritage and the mission of the Trust;
4. Develops and executes innovative methods to connect corporate entities with the mission and vision of the Trust;
5. Attends events and speaks publicly to promote AAT, its affiliates, and related advancement efforts.

ADMINISTRATIVE:

1. Creates an annual plan to promote the work of the Trust and its affiliates;
2. Participates in strategic planning efforts to ensure concerted activity in achieving AAT's mission and vision;
3. Creates, implements, and oversees the regional major gifts budget;
4. Creates regular internal and external reports;
5. Maintains Institutional Advancement policies and procedures to ensure financial, legal, and income tax requirements for charitable giving are upheld;
6. Ensures timely and accurate tracking and reporting;
7. Ensures the proper allocation and coding designation of received gifts;
8. Ensures proper utilization and administration of acquired grants, sponsorships, and in-kind gifts;
9. Administers regional donor benefit and recognition efforts, including recognition events, gift acknowledgement letters, and other gift fulfillment items;
10. Collaborates with Finance Department to ensure the proper recording of all major and planned gifts and expectancies;
11. Collaborates with Finance and the VPIA to ensure periodic reports are provided to the CEO and to the Board regarding the status of major and planned gift development;
12. Schedules meetings, events, travel, and other obligations related to advancement opportunities, goals, and obligations;
13. Utilizes MS-Word , Excel, PowerPoint, and Publisher to generate communications, presentations, and reports;
14. Utilizes MS-Outlook for email communications and scheduling.

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OTHER:

1. Travels throughout the U.S (with a focus on Detroit and the Mid-Eastern regions of the U.S.) for promoting collaborative relationships and advancing the mission of AAT and its affiliates;
2. Maintains a flexible schedule and works weekends and late nights, as needed;
3. Leads, coordinates, and attends meetings, as needed or requested;
4. Makes public and private presentations as needed or requested;
5. Maintains and reports statistical data, as needed or requested;
6. Drives personal vehicle for business purposes;
7. Performs other duties as assigned.

Printed Name

Signature

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