



**Job / Position Title:** Development Director, Special Events  
**Department:** Development  
**Supervisor:** Vice President of Philanthropy  
**Status & Classification:** Exempt  
**Date:** June 2022

Together, we create life-changing wishes for children with critical illnesses. From our humble beginnings with one boy's wish to be a police officer, we have evolved to be one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and nearly 500 regional volunteers, Make-A-Wish Texas Gulf Coast and Louisiana is on target to grant 550 children's wishes this year.

#### Position Summary:

The Development Director, Special Events is a highly collaborative, proactive, resourceful professional who provides expertise, guidance and oversight of Make-A-Wish Texas Gulf Coast and Louisiana's signature events, stewardship events, and other projects. This position works closely with the Vice President of Philanthropy and development team to plan and execute successful events that engage and steward individual donors, corporate partners and community fundraisers.

The Development Director, Special Events will establish and manage a special event program with securing corporate sponsorships and individual gifts that build and strengthen relationships for Make-A-Wish. Building increased corporate, individual, volunteer and other community involvement will ensure Make-A-Wish sustainability and fulfillment of the mission. This role is responsible for generating \$250,000 in revenue through sponsorship, donations, and external fundraisers.

#### Duties and Responsibilities:

- Manage the chapter's internally run fundraising events as well as support fundraising events in the community and individual stewardship events.
- Develop and execute a detailed Annual Plan that is integrated with the Development Team's Annual Plan and the organization's Strategic Plan to ensure all revenue targets are met within budget.
- Create and manage all event-related policies and procedures ensuring the utmost care and consistency of service to our stakeholders.
- Ensure all appropriate coding in Sales Force for effective management of the portfolio.
- Prepare and manage event budgets, track event expenditures, and provide ongoing financial progress reports for each event.
- Stay abreast of best practices and event innovations with a willingness to test new ideas in the chapter.
- Maintain compliance with Make-A-Wish of America brand standards and policies.
- Ongoing collaboration and prospecting with VP of Philanthropy, Director of Corporate Engagement and Major Gifts Officer.

#### **INTERNAL EVENT**

- Develop, plan and manage all internal fundraising events within budget, ensuring targets are met.
- Ensure all logistics are in place and best fundraising strategies are incorporated.
- Develop sponsorship packages tailored to meet the needs of prospective donors and corporate partners.
- Identify, recruit, cultivate and steward leadership committees for events and other development initiatives, including Young Leaders Board.

- Manage auctions for events with assistance of volunteers and development staff.
- Support the chapter's efforts to seek gifts-in-kind by soliciting and stewarding in-kind supporters.
- Work closely with marketing/communications team to develop event marketing collateral, broadcast media opportunities, social media advertising, as well as other publicity targets.
- Formulate and lead short- and long-term plans for event program growth.
- Working with the Director of Corporate Engagement and Major Gifts Officer, ensure donor and sponsor recognition is incorporated optimally and promised recognition is delivered.
- Work with volunteers to optimize their impact in terms of their roles, contributions as well as leveraging their personal and/or professional networks.
- Work collaboratively with chapter colleagues to ensure donors and volunteers are thanked for their support at events.

## **FUNDRAISING INITIATIVES IN THE COMMUNITY**

- Manage relationships with individual and corporate partners who offer to make Make-A-Wish the recipient of their fundraising activities (third-party events), determining the potential outcomes of each event and managing staff involvement and volunteer support, and ensuring their targets are attainable and our budgetary targets are met.
- Build and execute strategies to ensure ongoing relationships with those who host events. This includes ensuring they are stewarded and thanked and when appropriate, renewed.
- Develop protocols, policies and tools that maximize online support for community fundraising events allowing for greater attention on relationships with the highest revenue generating volunteers.
- Works with the Communications Team to promote community fundraising in a way that inspires others to get involved and want to help.

## **INTERNAL STEWARDSHIP EVENTS**

- Work collaboratively with Major Gifts Officer to execute stewardship events for select donor/prospect groups, including event logistics such as venue, event flow, catering, etc.

## **Knowledge and Abilities**

- Ability to manage and prioritize multiple tasks effectively.
- Detail-oriented and well organized.
- Provide excellent customer service and representation of Make-A-Wish to external supporters.
- Commitment to and a passion for the mission of Make-A-Wish Texas Gulf Coast and Louisiana.
- Confidentiality and personal integrity are essential.
- Experience with developing and implementing creative solutions to time sensitive work.
- Proficient computer skills in Microsoft Office and database management (preferably Salesforce).
- Comply with National Performance Standards along with chapter guidelines and procedures.
- Adhere to all Make-A-Wish® America performance standards and Make-A-Wish® Texas Gulf Coast and Louisiana policies and procedures.
- Other duties as assigned.

## **Desired Qualifications**

- Bachelor's degree required.
- 5+ years of non-profit development and event fundraising experience.
- Strong understanding and comfort level in corporate marketing, social media and event management.
- Proven track record and knowledgebase in identifying, cultivating/stewarding, soliciting, and closing individual gifts and corporate sponsorships.
- Strong written communication skills with a keen understanding of how to write to and connect with different audiences.
- Ability to prioritize concurrent tasks and expertly manage projects, manage a high-volume workload in a fast-paced environment, delegate deliberately and ensure follow through, adapt quickly to changing priorities, and help set and meet moving deadlines.
- Results-driven with proven success leading and managing projects.
- Proven ability to work both independently and as part of a team, is self-motivated and proactive.

### Working Conditions

This position will be based in the Stafford, TX office. The position requires the individual to work in an office environment in a shared office space. Incumbent must be willing to work some nights/weekends and travel within the territory.

### Join Our Team of Inspired People Transforming Lives

We are more than a great place to volunteer - our work is life changing. We are an inclusive and diverse group of people who, through a mosaic of backgrounds, thoughts and experiences are united in purposeful work. We are fueled and guided by our values - values that are represented in the inspired people we work with and the transformational work we do every day.

*We respect and ensure equal opportunity, regardless of race, religion, ethnicity, national origin, age, gender identity, sexual orientation, disability, perceived disability and other legally protected characteristics.*