

Make-A-Wish®

IOWA

Our Mission:

Together, we create life-changing wishes for children with critical illnesses.

Our Vision:

To grant the wish of every eligible child.



Transform Lives, One wish at a time

OUR PILLARS



Increase our
revenue



Grant more
wishes



Inspire our
people



Enhance our
capabilities



on Facebook at [makeawish.iowa](https://www.facebook.com/makeawish.iowa)



on Instagram at [makeawishiowa](https://www.instagram.com/makeawishiowa)



on LinkedIn at [make-a-wish-iowa](https://www.linkedin.com/company/make-a-wish-iowa)



on YouTube at [MakeAWishIowa](https://www.youtube.com/MakeAWishIowa)

OUR VALUES

Integrity - We approach every aspect of our work with unwavering standards of honesty, transparency, and respect for wish recipients, their families and Foundation supporters

Child Focus - Our business practices always put the interests of wish children first.

Excellence - We aspire to best-in-class business practices, and we embrace the challenge to exceed expectations at every opportunity.

Community - We foster a collaborative, global community of staff, volunteers, and donors with the collective ability to make the broadest possible range of wishes come true.

Inspiration - We are inspired by the examples of our wish kids and the actions of the entire Make-A-Wish community to approach our mission with life-affirming enthusiasm, imagination, and creativity. As a result, we fill each wish experience and every interaction with hope, strength, and joy.

JOIN OUR TEAM!

Please send your resume
and cover letter to
employment@iowa.wish.org



(515) 334-2636
Office



[wish.org/iowa](https://www.wish.org/iowa)
Website



[wishreportiowa.com](https://www.wishreportiowa.com)
Annual Report



employment@iowa.wish.org
Email



Make-A-Wish® Iowa Job Description

Title: Regional Development Specialist

FLSA Status: Exempt

Department: Development

Reports To: Director of Revenue

Location: hybrid – located in Eastern Iowa or Des Moines Metro **Date:** September 2025

Mission Statement: Together, we create life-changing wishes for children with critical illnesses.

Vision Statement: To grant the wish of every eligible child.

PURPOSE OF POSITION

The Regional Development Specialist is responsible for cultivating philanthropic partnerships, managing donor and corporate relationships within a defined geographic territory, and executing fundraising events. This role blends donor engagement, event planning, and strategic fundraising to support mission advancement and revenue growth.

Event Management:

Responsible for leading: Riverbend Gala, TBD state-wide fundraising/alumni event.

Responsible for providing a supporting role: Des Moines Gala, Clinton Benefit

- Recommend, review, and manage annual contracts and budgets to maximize revenue and ensure revenue and expenses align with annual budget.
- Track all event income and expenses in Salesforce and Netsuite using monthly financials.
- Negotiate vendor contracts and identify in-kind partners to enhance event outcomes.
- Maintain organizational timelines in Asana and ensure financial accuracy.
- Manage RSVP processes (online and mail).
- Coordinate billing, reports, and mailing lists with finance and operations teams.
- Collaborate with marketing to create event invitations, sponsorship materials and advertising within budget and while upholding brand standards.
- Engage key volunteers to support mission and budgetary goals, partnering with local volunteer committees (as applicable) to plan and execute events.
- Provide mailing lists and support the coordinated outreach of sponsorships and fill the star.
- Secure event sponsors and donors with volunteer committees and development team.
- Work with Volunteer Coordinator to schedule and oversee event volunteers.
- Conduct post-event evaluations to assess goal achievement.
- Coordinate donor stewardship with committees and development team.
- Build and maintain strong relationships with event stakeholders, volunteers, and sponsors.
- Develops protocols, policies and tools that maximize support for fundraising events focusing on relationships with the highest revenue or those generating new volunteers.
- Provide technical support for Qtego (auction platform) and Ticketspice (ticketing platform).
- Provide day of support at the event (*in state travel required*).

Donor/Fundraising:

- Act as the stewardship lead for the [Circle of Hope program](#), building out the materials and recognition needed annually.
- Cultivate and steward relationships with individual donors, corporate sponsors and community partners.
- Execute fundraising strategies in an assigned region of the state including securing in-kind wish needs and at least five Circle of Hope members.
- Grow and build fundraising portfolio for year-over-year fundraising support, demonstrated through annual goal setting.
- Support & attend Make-A-Wish Iowa events as needed by the team.



- Support Wish Your Way fundraising by providing support to donors using the platform and promoting the use of Wish Your Way pages to key stakeholders.
- Development team lead for Wish Alumni, collaborating with programs lead to create constant and consistent outreach and prospecting of Wish Alumni.

Community & Corporate Partnerships

- [Spearhead World Wish Month Campaign](#) as the Make-A-Wish Iowa development lead.
- Initiate and maintain cause marketing campaigns and corporate giving programs, with a focus on April for World Wish Month
- Represent the organization through regional speaking and presentations.

Education:

- Stay up to date on event trends and best practices, ensuring the chapter's events stay relevant, impactful and in compliance with national best practices.
- Attend Make-A-Wish National Event Webinars and submit Iowa materials to national example folder.
- Act as the Stewardship Lead for Make-A-Wish America communications.
- Attend ongoing CRM training and learn how to manage reporting in Salesforce.

Leadership

- Manage interns and event volunteer committees when those opportunities arise.
- Participate in the annual budgeting process and provide ideas/recommendations to be considered.
- Monitor designated budgeted items throughout the year in monthly financials.
- Staff lead from Iowa Chapter to Make-A-Wish America on Internal Events and Stewardship.
- Provide updates at department meetings and all staff meetings on key areas of focus throughout the year.

EDUCATION and/or EXPERIENCE

- Education: Bachelor's degree in related field (nonprofit management, business, sales, communications, marketing, journalism, hospitality; are desired)
- Experience: 3+ years of experience in event fundraising or event management with demonstrated success managing large events (over 300 attendees/raising \$300,000 - \$500,000 annually.)
- Demonstrated major donor fundraising preferred, soliciting and securing major gifts, *defined as those over \$15,000.*
- Computer/System Skills: Microsoft Office Suite, required; Salesforce database management software preferred
- Certificates, Licenses, Registrations: CFRE or CMP certification desired.
- Non-profit experience preferred but not required.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Positive attitude, professional, confident, competitive, enthusiastic, independent self-starter, goal-oriented team player with a high attention to detail and ability to meet deadlines.
- Ability to solve problems and think strategically and tactically about opportunities to raise funds, balance competing priorities and work collaboratively with colleagues.
- Ability to demonstrate a high level of professional demeanor; communicate and work successfully with a wide variety of constituents including donors, board members, volunteers and consultants to build lasting relationships.
- Ability to demonstrate a high level of integrity, trustworthiness, flexibility, compassion and humor necessary to address the practicalities of a growing nonprofit, along with the creativity and persistence required to elicit new thinking and change.
- Ability to articulate the mission of Make-A-Wish Iowa at events throughout the entire guest experience.



- A valid driver's license & auto insurance is required for this position.

LANGUAGE ABILITY

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

COGNITIVE DEMANDS

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

COMPUTER SKILLS

To perform this job successfully, an individual should have knowledge of Microsoft Office including Outlook, Word and Excel. And have the capacity to learn to use and navigate, SharePoint and Salesforce.

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit, stand, walk, talk and hear. The employee must occasionally lift and/or move up to 25 pounds. Regular vision abilities, including computer work.

ENVIRONMENTAL ADAPTABILITY

Standard office environment with typical noise level, fast paced.

Standard workweek is 40 hours a week, employee must understand that we often respond to the needs of the team and our wish families, outside of that timeframe. Flexing your hours is available, based on event and donor/team needs.

Travel required to events statewide, as well as donor/committee meetings.

This position allows for a hybrid work environment, but employee must be based in Eastern Iowa or Des Moines Metro. Our statewide office is located in Urbandale, Iowa.