



Job title: Regional Director, Development & Philanthropy (Rochester Region)	Location: Rochester, WNY
Reports to: Chief Development Office (CDO)	
Supervisory Responsibilities: Assistant Manager, Development, Rochester	
Salary Range: \$88,000 - \$94,000	
Type of position: Full time, non-exempt	

Position Summary:

The Regional Director, Development & Philanthropy (RD) is a member of a high-performing, dynamic development team at the Make-A-Wish Metro New York & Western New York Chapter. The RD is responsible for providing strategic leadership and operational oversight for a regional fundraising office in the Rochester area while working collaboratively with colleagues in the Buffalo and New York City markets. The RD will report to a Chief Development Officer based in New York City.

The RD will drive major and individual giving, corporate partnerships, foundation, special events and community engagement efforts. This position serves as a key ambassador for Make-A-Wish, cultivating philanthropic support, strengthening donor and partner relationships, and inspiring investment in the life-changing impact of wishes for children and families. The RD will have a strong focus on donor cultivation, stewardship, mission-centered fundraising, and sustainable revenue growth.

Primary Duties and Responsibilities:**Strategic Leadership & Regional Management**

- Lead the planning, implementation, and evaluation of regional fundraising and engagement strategies that support organizational growth and fund mission delivery.
- Translate organizational priorities into actionable plans, goals, and performance measures.
- Foster strong relationships with executive leadership, advisory board members, volunteers, donors, community stakeholders, and staff.
- Provide leadership, coaching, mentorship, and professional development to at least one direct report (Development Manager).
- Serve as a senior member of the Chapter's Development team; high degree of collaboration with peer colleagues based in Buffalo and New York City.
- Oversee regional office operations, ensuring compliance with organizational policies, procedures, and financial controls.



Major, Individual, Planned and Foundation Giving

- Develop and execute comprehensive fundraising strategies that include major gifts, annual giving, planned giving, and foundation grants.
- Manage a portfolio of major, mid-level, and foundation prospects through identification, cultivation, solicitation, stewardship, and retention activities.
- Establish and implement donor-centered relationship-building strategies that connect supporters to the power of a wish and increase philanthropic investment.
- Identify and engage new donors and funding sources to diversify and expand revenue streams.
- Conduct major gift solicitations and planned giving conversations with donors and prospects.
- Oversee grant prospecting and support proposal development efforts.
- Ensure fundraising activities adhere to the highest ethical and professional standards.

Special Events, Corporate Partnerships, Community Fundraising

- Provide strategic leadership for signature fundraising events including a high-performing annual gala.
- Position Make-A-Wish as a charity of choice for area corporations and employers; drive relationship-based fundraising, employee engagement, cause marketing and sponsorship.
- Drive strategic growth in key community-based fundraising channels including school/youth programming, third party, DIY and peer-to-peer fundraising.
- Identify opportunities for public awareness, community outreach, sponsorship development, and donor engagement.

Board of Advisors Development and Engagement

- Serve as a strategic advisor and partner to the Make-A-Wish Rochester Advisory Board (RAB).
- Recruit, engage, train, and support volunteer leaders to maximize their effectiveness and contribution.
- Leverage volunteer and RAB networks to expand philanthropic opportunities and engage new prospects.

Volunteer and Community Engagement

- Oversee and develop additional volunteer leadership groups, including a young professionals' council and event committees.
- Strengthen relationships with community leaders, civic organizations, and professional partners to advance Make-A-Wish visibility, credibility, and impact.



- Serve as a spokesperson and ambassador for Make-A-Wish at community events, presentations, and media opportunities.
- Collaborate with marketing and communications teams to strengthen regional visibility and support fundraising goals.
- Manage a portfolio of major, mid-level, and foundation prospects through identification, cultivation, solicitation, stewardship, and retention activities.
- Establish and implement donor-centered relationship-building strategies that connect supporters to the power of a wish and increase philanthropic investment.
- Identify and engage new donors and funding sources to diversify and expand revenue streams.
- Conduct major gift solicitations and planned giving conversations with donors and prospects.
- Oversee grant prospecting and support proposal development efforts.
- Ensure fundraising activities adhere to the highest ethical and professional standards.

Financial Management & Reporting

- In partnership with the Chief Development Officer and Chief Financial Officer, manage annual regional fundraising and operating budgets.
- Monitor performance against revenue goals and expense projections.
- Maintain accurate donor and fundraising records utilizing donor management systems.
- Analyze fundraising performance and provide regular reporting to leadership, boards, and stakeholders.
- Utilize data and prospect research to guide fundraising strategy and donor engagement efforts.
- Support long-term forecasting and strategic planning initiatives.

Qualifications

Education and/or Experience:

- Bachelor's degree required; advanced degree and/or CFRE preferred.
- Minimum of 10 years of progressively responsible fundraising, development, nonprofit leadership, or related experience.
- Demonstrated success securing major gifts and managing complex donor relationships.
- Experience leading teams, volunteers, boards, and community stakeholders.
- Experience developing and managing budgets and strategic plans.
- Knowledge of foundation fundraising, corporate partnerships, and planned giving strategies preferred.
- Knowledge of the Rochester and Western New York philanthropic landscape preferred.



Skills & Abilities:

- Exceptional interpersonal, communication, and relationship-building skills.
- Strong strategic planning, organizational, and project management capabilities.
- Proven ability to lead multiple priorities, deadlines, and initiatives simultaneously.
- Financial acumen and ability to analyze fundraising and budget performance.
- Experience working with donor databases, fundraising technology, and business management platforms. Salesforce CRM and Microsoft 365 experience a plus.
- High level of professional ethics, integrity, accountability, and confidentiality.
- Ability to work independently while collaborating effectively across departments and stakeholder groups.
- Commitment to fostering a culture of philanthropy and community engagement.
- Flexibility to attend evening and weekend events as needed and travel throughout the region with occasional travel to New York City and Make-A-Wish national meetings.

Physical Demands

The physical demands and work environment listed 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 a person with disabilities to perform the essential functions.

- **Physical Demands:** While performing this job employees may occasionally require to talk, stand or sit for long periods of time, walk, climb stairs, key data, stoop, twist, bend, crawl, speak and hear. Employees may drive a motor vehicle and may be required to travel during business hours and overnight up to 20% of the time. Person must also be able to move/lift up to 20 pounds.
- **Work Environment:** While performing this job employee is exposed to weather prevalent at the time with varying noise levels.

Position Impact

This leadership role plays a critical part in advancing the Make-A-Wish mission and long-term sustainability through strategic fundraising, community engagement, volunteer leadership development, and operational excellence. Success in this position is measured through donor engagement, revenue growth, community presence, volunteer leadership effectiveness, and the region's ability to help create life-changing wishes for children and families.

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Diversity, Equity & Inclusion Commitment Statement:

Make-A-Wish is committed to championing diversity, equity and inclusion, fostering an organization that is accessible and welcoming to all. Our vision to serve every eligible child is not only an aspiration; it is a strategic intent. In order to reach every eligible child, we need to



continually evaluate and evolve along with our demographic environment. It is only through our mosaic of different cultures, perspectives and experiences that we can grant life-changing wishes to every eligible child.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

How to Apply:

Please apply on our website [here](#).