VICE PRESIDENT OF ADVANCEMENT

POSITION GUIDE

Since 1975, People's Resource Center (PRC) has been bringing neighbors together to respond to hunger and poverty across DuPage County. Tens of thousands of DuPage County neighbors rely on PRC for help each year. With a staff team of 48, and over 2300 volunteers, we offer nutritious food and other basic necessities like clothing and rental assistance to our neighbors. PRC also provides our neighbors with education and tutoring, job assistance, technology access, and community-building art programs. PRC provides these services at no cost in a caring community, creating a future of hope and opportunity for all.

PRC is driven by its mission to exist to respond to basic human needs, promote dignity and justice, and create a future of hope and opportunity for the residents of DuPage County. This is accomplished by maintaining a strong commitment to our core values:

- **Dignity and Respect** - Recognizing the dignity of each person who comes to us, we create a welcoming and respectful environment in all of our programs and communication.
- **Creative and Innovative** - We express our mission directly. We try things in the community. We are willing to jump into new areas in order to address an unmet need.
- **Diversity and Inclusion** - We value diversity and celebrate the contributions of people of all backgrounds and beliefs. We strive to create an inclusive culture where every person is valued and respected.
- **Responsible Stewards** - We welcome those who need resources, as well as those with resources to share.
- **Compassionate** - We listen, we encourage, we try to get to know our families, we provide help and guidance, we advocate in a spirit of kindness and compassion.
- **Integrity** - We place a high priority in living out our principles, in our relationships, programs, and organizational practices.

...and we rely on miracles! We know that we cannot do it alone. We rely on each other and on our friends in the community.

The Vice President of Advancement oversees a team of six (6) with three (3) direct reports (DR). These roles include Director of Leadership Giving (DR), Director of Donor and Community Engagement (DR), Annual Giving Manager, Donor Database and Stewardship Coordinator (DR), Community Engagement Coordinator, and a part-time Coordinator.

Note - A Grants Manager is currently being managed by PRC's Vice President of Finance and will transition back to the Advancement team as a direct report for this role. We anticipate this arrangement will be in place for the next 18 months while the new Vice President of Advancement onboards, creates an annual strategy, and evaluates team structure.

The Role

The Vice President of Advancement is a pivotal role at PRC as the leader of the fundraising, marketing and community engagement functions of the organization. Because PRC does not rely on government funding to operate, this role is focused on advancing a strong private fundraising program that includes annual giving, major gifts, planned giving, foundation and corporate grants, and corporate, faith, and civic engagement. The Vice President of Advancement not only needs to be a strong relationship-based fundraiser, they also need to be a strong strategist and leader who understands how the pieces of a multi-channel approach come together to drive revenue growth and community engagement.

The Advancement team is responsible for raising approximately $7M (and growing) annually across all fundraising channels.

Core Responsibilities

Fund Development and Donor Relations

- Lead and oversee the overall fundraising strategy of PRC including annual fund, major gifts, mailed and electronic appeals, planned giving, special events, grants, capital campaigns, etc., through the creation and implementation of a comprehensive annual development plan, working with the CEO, Vice President of Finance, Development Committee of the Board, and the Advancement team, focusing on raising funds in support of PRC's budget, using methods in keeping with PRC's mission, vision, values, and brand
- Manage a portfolio of approximately 75 individual donors and prospects with the goal of initiating a first gift, upgrading annual gifts, and soliciting major gifts
- Plan and oversee execution of strategies to cultivate relationships and solicit gifts and in-kind support from individual, corporate, foundation, service/civic, faith groups, and other constituencies that meet PRC's goals
- Establish and monitor Advancement Department goals, objectives and budgets; regularly reporting status of fundraising and marketing activities.
- Ensure execution of a donor acknowledgement and appreciation plan
- Direct the creation of cohesive content and messaging for donor acknowledgement, print and electronic media, and key initiatives, ensuring consistent and current messaging across all channels and communications
- Establish and lead strategy for all prospect identification, research, cultivation, solicitations, and assignment of solicitor portfolios, including creation of strong case statements for use with major donors and prospects
- Lead the assessment and recommendation of corporate, foundation and other funding opportunities, consulting with organizational leads as needed to assess implications for programming, financial management, and reporting
- Manage the planning and implementation of special project fundraising and capital campaigns, in coordination with organizational leadership
- Extract, analyze, and formulate a plan for the appropriate use of Raiser's Edge information and donor analytics for appeals, opportunities, proposals and campaigns
- Prepare summaries and key metrics reports for CEO, Development Committee meetings, and Board meetings upon request

- Develop and implement donor appreciation plans including but not limited to events, communications and personalized outreach.
- Establish and oversee standards for documentation of donor and prospect touchpoints and action assignments in donor database, and manage accurate and timely implementation

Community Relations, Marketing, and Communications

- Oversee a comprehensive community relationship strategy to meet PRC's strategic objectives, increase PRC's visibility throughout the community and to develop relationships to further its mission and services, soliciting input from leaders across the organization as needed and reflecting PRC's neighbor-to-neighbor volunteer philosophy.
- Oversee execution of a Marketing Plan to support PRC's strategic objectives, increase PRC's visibility throughout the community and to improve awareness of its mission and services
- Ensure strong relationships with the media to ensure optimal coverage
- Ensure execution of an overall strategy for PRC representatives to have community participation and leadership involvement with appropriate civic, professional, business, and community organizations, ensuring CEO, Senior leaders, program leaders, Ambassador volunteer representatives, and others as necessary, have aligned strategy and understand their roles in the comprehensive marketing and public relations plan
- Regularly attend community events to build relationships on behalf of PRC

Special Events

- Oversee planning for special events (including fundraisers) that achieve PRC's development and marketing goals. Track progress towards goals and make proactive adjustments as necessary.
- Analyze the effectiveness of special events (including fundraisers) and recommend changes as appropriate
- Coordinate and supervise volunteers and committees assisting with planning for and implementing special events to ensure success

Organizational Leadership

- Function as member of the Senior Leadership team, ensuring collaboration and a full understanding of the relationship between departments and teams
- Act as an advisor as needed for the CEO on organization-wide decisions
- In collaboration with other members of the Senior Team, recommend organizational policies and procedures
- Attend board meetings as required, and committee meetings as assigned, leading conversations where appropriate

Candidate Profile

PRC will consider a broad range of backgrounds and experiences, and the ideal candidate will have the following qualifications, experience, and knowledge:

Professional Characteristics

- Commitment to PRC's mission, values, and community focus
- Strategic-minded, able to assess and make recommendations for advancing both the community relations and fundraising of the organization
- Curious and forward-thinking, brings a positive energy and innovation to the work
- Data-minded, uses the data available to make informed decisions
- Strong business acumen, able to understand the work from both the Advancement and Finance sides
- Change manager, able to evaluate structure and function of the department and make solid changes that produce positive results
- Team-builder and collaborator
- Goal-focused, able to set individual and team goals and hold people accountable to those goals
- Existing knowledge of the DuPage County community and philanthropic landscape a plus

Professional Skills and Education

- Bachelor's degree in Communications, Marketing, Business, Nonprofit Management, or other related field required; Master's degree preferred
- Eight (8) years of experience as a successful fundraiser, preferably in the area of major gifts and strategy development
- Five (5) years of experience managing a team and leading strategy involving a multi-channel fundraising approach
- Some experience in social services as an employee, volunteer, board member, etc. is highly preferred
- Experience using a CRM database, preferably Raiser's Edge, including using data for analytics
- Additional experience in marketing or communications preferred
- Experience working in an environment where there is significant value in the use of volunteers preferred
- CFRE a plus

How to Apply

To apply for this position, please send your cover letter, resume, and salary considerations to the Human Resources Department at PRC at resumes@peoplesrc.org. All inquiries will be held in strict confidence.

The salary range for this position is $130,000-$145,000, along with a strong benefits package including:

- 20 days of Paid Time Off
- 90% employer paid Health Insurance
- 80% employer paid Dental Insurance
- SIMPLE IRA with 3% company match
- 12 paid holidays

PRC is committed to providing equal opportunity to all employees and applicants for employment in accordance with all applicable equal employment opportunity laws, directives and regulations of federal, state, and local governing bodies or agencies thereof. PRC will not discriminate against or harass any employee or applicant for employment because of actual or perceived race (including traits associated with race, including hair texture and protective hair styles), color, creed, religion, national origin, citizenship, genetic information, sex, sexual orientation, gender identity or expression, pregnancy, disability, age, ancestry, veteran status, military status, unfavorable discharge from military status, marital status, order of protection status, or status with regard to public assistance or any other factor protected by law.