



**Ronald McDonald  
House Charities®**  
Alberta

## **Fund Development Manager Ronald McDonald House Charities® Alberta**

Ronald McDonald House Charities® is passionate about providing a home away from home for families with seriously ill or injured children. Seventy per cent of Canadian families live in an area without a children's hospital. This means that when a child is seriously ill or injured, families must leave their homes, jobs and support systems to access vital – and often life-saving – medical care. RMHC Alberta is here to help. We keep families close.

We know that when a child is sick, the whole family hurts. That's why we're part of a global network prioritizing family-centered care through our unique core programs. We offer 79 private family suites in Edmonton, Red Deer and Calgary as well as operate a state-of-the-art mobile medical clinic in Calgary. In 2020 we will open a fourth House in Medicine Hat. Our Ronald McDonald Houses provides a warm, compassionate and comfortable environment where families can share experiences, eat a warm homemade meal and rest while caring for their child in the hospital.

The Fund Development Manager reports to a Regional Development Manager and works in collaboration with the provincial Development team to ensure the organization's fundraising goals are met. The position is assigned a portfolio of constituents to manage and is responsible for carrying out cultivation a stewardship actions that lead to successful solicitation.

Based in the Red Deer House, this position enables donors to accomplish their philanthropic and sponsorship objectives in a relationship with Ronald McDonald House Charities Alberta that advances the Mission of the organization through donor engagement, solicitation, and volunteerism. Primary responsibility of the position is donor development with an emphasis on major gift work to reach a goal of approximately \$650,000 in 2020. Secondary responsibility, but no less important, is to strengthen the team and impact the success of the Resource Development function.

### **Resource Development Manager Responsibilities:**

Manage the relationship with McDonald's Corporation operations throughout the Central Alberta

- This position has primary liaison responsibility between the Region's owner operators and RMHC Alberta
- Ensure there is a written stewardship plan for each McDonald's outlet and carry out action steps that reinforce a strong relationship
- Help all RMHC Alberta staff and volunteers understand the relationship with the McDonald's corporation and are involved in related initiatives and activities



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Carry out responsibilities for a portfolio of constituents that leads to strong relationships and solicitation

- Research and document the philanthropic goals and sponsorship objectives of constituents to qualify donors for inclusion in prospect management plans and processes
- Oversee and implement cultivation, solicitation and stewardship efforts for an assigned number of prospects and donors and meet performance measurements and objectives
- Prepare, draft, and finalize any materials necessary to engage and solicit constituents
- This is a fundraising position required to make direct, face-to-face solicitations and assist others in the effective solicitation of gifts
- Track, analyze, and report progress toward fundraising goals by monitoring constituent retention and attrition and identifying growth opportunities
- Liaise with other RMHC Alberta departments to ensure fulfillment of any organizational obligations to donors and to enhance a strong constituent experience with the organization

Strengthen processes for budget, data management, reporting, engagement

- Collaborate with the Regional Manager of Development and development team colleagues to set and reach fundraising goals
- Develop a solid understanding of RMHC Alberta financial statements and fundraising-related analysis
- Take personal and professional responsibility for maintaining timely and accurate constituent information in the database
- Assist the recruitment, training, deployment, and retention of volunteers and committees engaged in fundraising

#### **Fund Development Manager Qualifications & Characteristics:**

- Five years of fundraising experience ideally demonstrating skill with donor development
- Experience with prospect management and philanthropic gift processes such as identifying, evaluating, cultivating, soliciting, and stewarding donors
- Interest in working towards the Certified Fund-Raising Executive (CFRE) credential or equivalent continuing education
- Demonstrated ability to work with colleagues and volunteers at all levels of the organization and be a contributing member of a team
- Demonstrated capability to write fundraising-related materials such as Case Statements, solicitation letters, impact & engagement reports
- Knowledge of federal and provincial legislation and guidelines affecting charitable fundraising activity



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- Valid driver's license and access to reliable transportation for work-related travel
- Strong communication and interpersonal skills, persuasive and persistent
- Possess strong administrative and project management skills, an attention to detail and equally strong computer and information management skills
- Self-motivated and ability to function independently as judgment and experience allow
- High degree of professionalism and sensitivity to confidential information

This position is full-time position based out of our Red Deer House with some work required to happen outside of regular office hours. Please submit a resume with a cover letter quoting the position title "Fund Development Manager" to [hr@rmhcna.org](mailto:hr@rmhcna.org).

We would like to thank all applicants; however only those selected for an interview will be contacted.