

## **Water Street Mission (WSM) Job Description Partner Ambassador (Major Gift Officer)**

**Job Summary:** As a part of the Development team at Water Street, Partner Relations is responsible for advancing the mission of Water Street Mission through our Major Donor program.

The Partner Relations team advances Water Street's purpose by building joyful partnerships at the intersection of Water Street's greatest needs and our partner's philanthropic priorities. We use a moves management process to deepen relationship and invite partnership. Partnership opportunities are drawn from a portfolio of financial needs established by the Leadership Team; these opportunities include the annual fund, strategic funding priorities, EITC, and event sponsorship opportunities. In select circumstances, we may discuss gifts-in-kind or volunteering on campus. The team also serves our donors and the Mission by informing about and providing opportunities for Planned Giving.

The collaborative culture of our team emphasizes helping each other develop and execute personalized engagement strategies, learning together how to best serve donors and tell the Water Street story. While meeting financial goals is important, we prioritize doing the right behaviors as often as possible over simply closing gifts. Team performance is more important than individual performance. This team also works closely with marketing to execute select fund raising events that will draw specific audiences into closer partnership with WSM.

In this position She/He will be responsible for the relational cultivation with, and part of the overall communication strategy for, our major donors (in some cases emerging) with an eye toward increased annual and project giving as well as general donor retention. This position will also serve the rest of the team as a Planned Giving Specialist who will develop strategies for growing our Planned Giving footprint. They will also be the first contact for follow up for those that are interested in a Planned Giving opportunity.

***FSLA: Exempt, Full-time***

***All WSM Staff must be:***

- Willing to sign the Water Street Mission's Statement of Faith
- A current and active member and/or regular attendee of a local church
- Able to fully support the Water Street Mission's Core Values and Ministry Philosophy

***Supervised by:*** VP of Advancement

**Expectations:**

1. Manage a portfolio of 100-125 partners through a combination of face to face visits, customized proposals, invitations to events, phone calls, personalized thank you letters, and email.
2. Complement and further the Planned Giving Strategy and be the sitting expert on Planned Giving concepts, opportunities and initiatives moving us to a year over year 10% growth in Planned Giving related income/bequests.
3. Partner Relations will work in partnership with Business Partner Relations, developing a thorough understanding of sponsorship, EITC and business-related giving opportunities, incorporating these invitations into the relationship building process as appropriate.

4. Develop, execute and improve process associated with 'discovery tours' in partnership with other members of the Advancement team. A 'discovery tour' is an opportunity for qualified individuals and/or small groups of major, business, church, and planned giving partners to tour campus to see the impact and/or opportunity associated with their gift. This is a different process than the general tour provided by the Volunteer Coordinator.
5. Develop, execute and improve processes associated with 'missionCatalysts' in partnership with other members of the Advancement team. 'missionCatalysts' refers to a gathering for and associated communication to a select group of WSM's largest partners. This involves planning and executing 2 events a year, as well as evaluating and executing other communication strategies that will keep them closely connected to the heartbeat of Water Street's Senior leadership
6. Know and effectively communicate the ethos, vision and mission of all aspects of Water Street Mission, including all approved funding priorities.
7. Meet or exceed agreed upon annual objectives with respect to face to face direct partner engagement, invitations to support, and associated financial objectives.
8. Meet or exceed department standards regarding knowing and maintaining electronic donor files including entering meeting reports in our donor database.
9. Use our moves management process to prepare personalized engagement strategies for the donors in your portfolio. This includes developing outlines of your goal for meetings with our partners, including what questions you may ask, what questions you anticipate, and what outcomes you expect that will inform next steps in deepening that partnership
10. A commitment to include the President, Leadership Team or other "expert witnesses" as part of the donor cultivation process. This includes supporting the "expert witness" by preparing and discussing a standardized briefing with the expert. It is expected that all Ambassadors will include the VP of Advancement in meetings on a regular basis.
11. A commitment to create a collaborative, learning community in Advancement, living out our core value of "Grace is our Model" while contributing to each other's professional and spiritual growth. This includes coming to Partner Relations team meetings ready to ask for help with donor strategy and plans as well as strengthen each other's strategies and plans.
12. Support all internal fundraising events, including personal invitations consistent with donor engagement strategies designed to deepen the relationship between the partner and Water Street Mission.
13. Develop the working knowledge necessary to track activities ('moves management') in donor management software (Raisers Edge) and project management software (Basecamp).
14. Work in partnership with other members of the Advancement team to develop specialized mail campaigns, primarily at calendar and fiscal year end, to increase donor involvement.

## **KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS**

- Demonstrate a passion for connecting with supporters of Water Street Mission
- Demonstrate an ability to present a case and an ask with a view to connecting hearts with Kingdom purposes
- Experience in a Planned Giving program or processes
- Demonstrated ability to provide outstanding customer service
- Outstanding verbal communication and interpersonal skills
- Excellent writing and organizational skills
- Ability to work collaboratively
- Experience in working with a CMS and CRM Database Software (Raisers' Edge would be an advantage)
- Proficient with Word, PowerPoint and Excel

- Ability to work independently and manage time effectively
- Must demonstrate the ability to make good decisions independently

#### **MINIMUM QUALIFICATIONS & EXPERIENCE**

##### **The ideal Partner Relations Team Member will possess:**

- Motivation to see the lives of hurting men, women, and children restored
- Possess a bachelor's degree and a minimum of 3 to 5 years of related work experience in a sales or fundraising environment
- Experience maintaining and growing individual relationships
- Person of integrity who can present strong character and employment references

#### **PREFERRED QUALIFICATION & EXPERIENCE**

- Knowledge and experience of working with Planned Giving is preferred

#### **Physical Demands:**

*Occasionally = 1%-33%; Frequently = 34%-66%; Continuously = 67%-100%*

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.

- Stand, walk, or sit - *continuously*
- Use hands to finger, handle, or feel - *continuously*
- Lift and/or move up to 35 pounds - *occasionally*
- Weekend and holiday rotation, on-call hours - *occasionally*

#### **Christian Life:**

Water Street Mission is a privately funded 501(c)3 non-profit, evangelical Christian ministry. Our designated purpose is religious and we are a Christ-centered ministry that is dedicated to sharing the Gospel and helping the homeless and impoverished. We consider every position to be essential in the fulfillment of our ministry and purpose statement. As such, each employee must have a relationship with Jesus Christ as their personal Savior and Lord. All employees must:

- Be able and willing to share the Gospel and participate in the ministry activities of Water Street Mission.
- Subscribe to the Water Street Mission Statement of Faith and Qualifications of Employment upon hire and continuously while employed.
- Adhere to the Water Street Mission Employee Handbook.