



## Director of Development, Mid-level Gifts

Location: Cleveland or Columbus, Ohio

### *About Planned Parenthood of Greater Ohio*

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Planned Parenthood Greater Ohio operates 19 health centers serving more than 65,000 women and men throughout Ohio. We offer reproductive healthcare services for women, men, and young people; supporting people of color, those with low incomes, and the LGBTQ community. Planned Parenthood offers numerous education programs for the women, men, and young people of Ohio. We also offer prenatal programs, supporting vulnerable mothers in their communities.

Planned Parenthood of Greater Ohio seeks to help people develop a positive view of sexuality and provide them with information and skills to take care of their sexual health now and in the future. Sexuality is a healthy, lifelong aspect of us all. The programs, resources, and services offered by Planned Parenthood center around core, fundamental beliefs.

- We believe that youth have the right to accurate information and access to health services.
- We respect youth as valued members of the community with much to offer.
- We trust youth and adults to make responsible decisions when they are provided information, taught skills, and given support to do so.

### *About the Position*

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This Director of Development position is responsible for the assessment, recommendation, and implementation of a comprehensive strategy for mid-level gifts in the \$1,000 to \$10,000 segment. The Director of Development, Mid-level Gifts will coordinate strategy and tactics with the directors responsible for major gifts. The position reports directly to the VP of Development and will be:

- Passionate about the mission of Planned Parenthood and the people served by PPGOH;
- Highly motivated to raise funds to support Planned Parenthood services;
- Able to develop strategies and plans to increase funds from mid-level donors;
- Comfortable working with the Planned Parenthood donors, staff, and clients; and
- Actively engaged in raising funds.

### **Essential Job Functions**

- **Strategy** – In concert with the organization's case for support and in collaboration with the development team, develops and recommends a strategy for mid-level donors that will:
  - Retain existing donors;
  - Increase the average gift size;
  - Expand the number of donors; and
  - Position mid-level donors to become major-gift prospects and donors.

- **Plan Management** – Develops a *Mid-level* donor plan with tactics that support the identified strategy. Educates within the development team the plan tactics and goals to ensure the plan is accepted and incorporated into the overall development plans and operations.
- **Donor Engagement and Relationships** – Engages donors through effective communications (e.g., written, web and social media, events). Builds relationships with highest level donors in the tier and positions donors to move up the donor pyramid. Cultivates mid-level donors and solicits gifts to maximize philanthropic giving for the targeted segment.
- **Team Collaboration** – Works closely with the team to ensure overall success of the development function. Supports team members with parallel fundraising activities, such as major gift work, annual fund, events, planned giving, and campaigns.
- **Documentation, Metrics, and Reporting** – Develops appropriate metrics and reports for mid-level gifts. Maintains donor tracking and systems. Develops documentation and works closely with donor communications, finance, annual fund, and grants.



## **Position Requirements**

### **Education and Experience**

BA/BS in nonprofit management, public affairs, communications, or related field.

Five years of successful fundraising experience.

### **Competencies, Skills, and Abilities**

- Ability to develop strategy and tactical plans to maximize philanthropic giving from mid-level donors.
- Thorough knowledge of fund development principles, strategies, and tactics.
- Ability to engage donors, staff, volunteers, and community constituents.
- Drive for results.
- Interpersonal skills and ability to establish relationships with integrity and trust.
- Political savvy in working with donors, funders, community leaders, and constituents.
- Ability to work independently and be highly collaborative.
- Ability to work in a fast-paced, complex, and changing organization.
- Effective problem-solving and decision-making skills.
- Strong communication (verbal and written) and informing and presentation skills.

### **Desirable Qualifications**

Graduate level degree in business administration, marketing, communications, philanthropic studies, or a related discipline.

Experience with donor relations, engagement, major gifts, and event management.

### ***Application Process***

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Benefactor Group is assisting Planned Parenthood of Greater Ohio with this search. To learn more about PPGOH click on [www.plannedparenthood.org/planned-parenthood-greater-ohio](http://www.plannedparenthood.org/planned-parenthood-greater-ohio)

Applications will be reviewed as they are received. All applications will be considered highly confidential. **To be considered for this position, please send cover letter and resume to:**

**Ron Guisinger**  
Senior Consultant

[HR@benefactorgroup.com](mailto:HR@benefactorgroup.com)

<http://www.benefactorgroup.com>