



Director of Development

Position Profile

Introduction to Lexington Habitat for Humanity

Driven by the vision that everyone deserves a decent place to live, Lexington Habitat for Humanity has built and repaired homes in Lexington for over 35 years. An affiliate of Habitat for Humanity International, Lexington Habitat for Humanity helps Fayette County residents achieve strength, stability, and self-reliance through shelter.



Signature programs of Lexington Habitat for Humanity include the Homebuyer program, which offers affordable homeownership opportunities to qualifying individuals and families; Love Your Neighborhood, which provides critical home repairs and preservation projects that help existing homeowners with low incomes maintain the integrity of their homes; and the ReStore, a home-improvement store and donation center where every purchase, donation, and hour volunteered supports the mission of Lexington Habitat for Humanity.

Since 1986, Lexington Habitat for Humanity has served thousands of Lexington and Fayette County residents and built or repaired nearly 600 homes. Their programs counteract systemic inequalities in rates of homeownership and allow individuals and families to build generational wealth through homeownership, all while ensuring they have a safe, decent, affordable place to call home.

The Opportunity

Lexington Habitat for Humanity seeks an experienced fundraising leader to drive strategy and execution of the organization's contributed revenue and communications plans. This leader will have the resources to build a committed team of development professionals who, together, will drive the evolution of the organization's fund-development strategies in support of equitable access to affordable housing. The Director of Development will be a thought partner to an incoming visionary CEO with passion and deep experience with Habitat for Humanity. The director will join a team of long-tenured organizational



leaders who share an unwavering commitment to the organization's mission to bring people together to build homes, communities, and hope.

This is a time of extraordinary change and opportunity for the Lexington community and for Lexington Habitat for Humanity in particular. Long recognized as a leader in the effort to provide individuals and families safe and affordable housing, the organization has emerged in recent years as an innovator, developing programs to help residents remain in their homes and maintain their communities through critical home

repairs. The organization has always adapted their delivery to changing community conditions; in 2022,



in response to the limited availability of land for development, Lexington Habitat broke ground on the organization's first-ever townhomes. These higher-density units will provide homes for five families, including future homeowners who have previously experienced homelessness, refugee families, and single parents who have found it nearly impossible to secure a decent, affordable place to live. The incoming Director of Development will have a unique opportunity to leverage this long-time community impact, help articulate and disseminate the new CEO's vision, and to secure, cultivate, and steward donors in support of housing accessibility for individuals and families in Lexington and Fayette County.

Few organizations in the world match Habitat for Humanity's level of brand awareness and overall favorability; donors love and support Habitat for Humanity's vision to ensure that all people have a decent place to live. Lexington Habitat for Humanity builds on the strong foundation of Habitat for Humanity International to inspire and engage donors and volunteers who can see firsthand the impact of their investments on the lives of individuals and families in their community. As it concerns the organization's fund-development strategies, this translates to a diverse and robust revenue stream comprising grants, grassroots engagement, major gifts, and a slate of signature special events.

The next Director of Development of Lexington Habitat for Humanity will bring a keen understanding of fundraising strategy and implementation, and a proven track record of engaging and stewarding donors and volunteers. The Director of Development will be a highly collaborative and strong leader who will build and lead a well-qualified team of development and marketing/communications professionals. The new director will have a passion for ensuring all people in our community have an affordable place to live and inspire others to join them in supporting the mission.

Key Position Functions

The Director of Development is a member of the Leadership Team and manages a department of skilled professionals. The Director of Development will:

- develop and implement a comprehensive plan to raise funds, increase sponsorships, and recruit and engage a robust volunteer corps;
- increase financial support by implementing best practices for annual fundraising, major individual giving, expanded faith group and corporate support, program sponsorships, signature special events, and planned giving;
- ensure decision-making is informed by research and data; and
- ensure the resource development budget and activities drive the growth and innovation to execute Lexington Habitat for Humanity's strategic plan.

Resource Development Strategy: Develop, articulate, and implement a strategy that focuses on increasing funds for the organization and recruiting and retaining volunteers to build and repair homes. The plan will have objectives, strategies, timelines, and metrics to track progress in achieving annual goals.

Resource Development Operations and Team Management: Lead and manage a development team. Provide guidance, support, and constructive feedback to ensure high performance by each team member in meeting fundraising, marketing and communications, and volunteer recruitment and retention metrics.



Use and expand an infrastructure that is efficient and effective for giving to and volunteering for Lexington Habitat for Humanity, including donor and volunteer data tracking and reporting; gift acknowledgement and gratitude activities; donor solicitation tracking and portfolio management; gift and fundraising policies and processes; and donor and volunteer stewardship activities.

Culture of Philanthropy and Case for Support: Promote a culture of philanthropy within the organization's board, staff, and volunteers that will increase donor and volunteer support and encourage high levels of giving to Lexington Habitat for Humanity. Collaborate and partner closely with Construction, Family Services, and ReStore leaders to inspire, connect, and support philanthropic engagement. Develop and communicate a clear and compelling case for supporting Lexington Habitat for Humanity.

Donor Relations and Stewardship: Develop and maintain strong relationships with funders, donors, faith groups, and the corporate sector. Reinvigorate relationships with past donors and discover new prospects by maximizing volunteers' and board members' networks. Direct the development and implementation of stewardship and recognition activities for donors.

Advocacy and Community Relations: Build and nurture alliances and partnerships. Maintain a high level of visibility and engagement with current and potential community partners. Develop, strengthen, and nurture relationships with local, state, and federal officials and stakeholders to facilitate funding, recognition, and broad support for affordable housing. Support the CEO in the organization's continued impact and sustained growth to address the needs for affordable housing through surveys, focused conversations, and benchmarking.

Communications and Media Relations: Oversee the implementation of a comprehensive communications and marketing plan to raise awareness of and generate resources to support Lexington Habitat for Humanity's mission and impact. Ensure all volunteer, development, and public facing materials reflect the organization's brand and voice. Build and implement a media-relations and earned-media strategy to amplify awareness of Lexington Habitat for Humanity's work and impact.

Volunteer Relations: Provide guidance and support to the development team for the recruitment, engagement, and retention of volunteers in the mission and vision of Lexington Habitat for Humanity. Oversee the development and implementation of recognition activities for volunteers to deepen their engagement with and support of the organization.

Qualifications

- Bachelor's degree
- 5+ years of experience managing cross-functional teams
- Proven professional experience developing a fundraising plan, creating a fundraising budget, and meeting fundraising goals through multi-channel cultivation and solicitation
- Prior to being hired, applicants are required to pass a driver's license, criminal background, and sex offender registry check; agree to a credit history report; and complete a pre-employment physical which includes a drug/alcohol screening

Competencies and Attributes for Success in the Position:

- Anticipates needs of stakeholders
- Builds networks
- Manages competing priorities
- Collaborates



- Communicates effectively
- Directs work
- Develops talent
- Financial acumen
- Drives vision and purpose
- Instills trust
- Interpersonal savvy
- Persuades
- Plans and aligns
- Organizational savvy
- Strategic mindset

Compensation

Salary range: \$75,000-\$83,000, commensurate with experience

Application Process

Benefactor Group is pleased to assist Lexington Habitat for Humanity with this executive search. Applications will be reviewed as they are received. All applications are considered highly confidential. To be considered for this position, please send a cover letter and resume to:

Benefactor Group Recruitment Team

HR@benefactorgroup.com

<http://www.benefactorgroup.com>

To learn more about Lexington Habitat for Humanity, please visit <https://www.lexhabitat.org/>

In accordance with federal, state, and local laws, Lexington Habitat for Humanity does not discriminate against any employee or applicant for employment in job application procedures, hiring, termination, advancement, compensation, training or other privileges of employment on the basis of disability, race, sex, religion, color, national origin, age (40 and over), tobacco-smoking status, sexual orientation or gender identity, genetic information, pregnancy, marital status or veteran's status, or any other trait or characteristic protected by applicable law.

This position requires the physical ability to: operate computer and office equipment; remain stationary for prolonged periods of time; move about inside an office to access files, office equipment, etc.; traverse a construction site and other community spaces, communicate and exchange accurate information with others; occasionally move items (equipment, supplies, files, etc.) weighing up to 20 pounds within the office, in the warehouse, and on build sites and event locations. The normal workplaces include an office environment (which is smoke-free and temperature controlled) as well as build sites and event locations – which may be in non-temperature controlled conditions, possibly outdoors.

About Lexington, KY

Recently named among the best cities for [college graduates](#) (#6), [young professionals](#) (#10), and [most affordable for an early retirement](#) (#5), Lexington is one of the nation's most promising places to live and work. The city—second largest in the Bluegrass State—boasts a vibrant music, food, and entertainment scene, top-ranked educational institutions and hospitals, a successful economy sustained by diverse businesses, abundant outdoor recreation, and a culture that combines the friendliness of a small town with the energy of a big city.

The streets of downtown Lexington are packed with “pilgrimage-worthy culinary and cultural developments,” according to [Travel and Leisure](#), which ranked the city among the best places to visit in 2021. Here, residents and guests can peruse 100 retail shops and 170 casual and fine dining options.



Many visit “The Square,” a popular, 140,000-square-foot collection of shops, restaurants, and entertainment; or the [Greyline Station](#), a 70-stall open market. Arts and culture enthusiasts can visit nine museums; plentiful art galleries; and several state-of-the-art theaters, including the landmark Kentucky Theatre. Numerous event spaces are also located downtown, such as the Fifth Third Pavilion at Cheapside Park—which operates weekly events, from live outdoor music to a popular Saturday Farmer’s Market—and larger venues like the Rupp Arena and the Lexington Center.

Lexington is also home to distinctive, one-of-a-kind cultural attractions. The city is famous as the nation’s epicenter of bourbon culture, hosting 15 unique distilleries within 45 miles of downtown. And the aptly named “Horse Capital of the World” offers access to 150 horse farms, the Keeneland Race Course, Red Mile Harness Track, Kentucky Horse Park, the International Museum of the Horse, and much more.

Beyond rich cultural attractions, Lexington is also home to top-rated educational opportunities. Named one of six “University Cities”—a new brand of city with highly educated populations, entrepreneurial economies, and outsized arts sectors—Lexington is anchored by the state’s flagship university, the University of Kentucky. It boasts 10 additional colleges and universities within 40 miles of downtown. Among cities over 300,000 in population, the U.S. Census Bureau ranks Lexington as the 11th most highly educated in the nation.

Outdoor recreation abounds. There are more than 90 parks and green spaces tucked away around Lexington: horse parks, dog parks, lakes and streams flowing from the Kentucky River, and miles of trails.

When it comes to health care, Lexington offers many innovative and unprecedented medical efforts. The region’s health care supply is consistently ranked among the best in North America, while the industry’s constant expansion is evident in hospital and clinic construction and renovation projects. The University of Kentucky’s Albert B. Chandler Hospital has been named the best hospital in Kentucky for the fifth year in a row; it also earned a national ranking for its cancer care and continues to climb in the rankings.

As best summarized by its [Chamber of Commerce](#), “Whatever you are looking to get out of life—relaxing countryside, excellent schools, a vibrant downtown, a restaurant to match every taste, or internationally acclaimed sporting venues—Lexington is waiting to be your new Kentucky home.”