Position Title: Vice President of Association Advancement  
FLSA Status: Exempt

Reports To: President/CEO

General Function
Under the President/CEO, the Vice President of Association Advancement directs the functions of the Financial Development office in annual, capital and endowment development activities. As a member of the Senior Management Team of the organization the Vice President of Association Advancement will substantially influence the activities and direction of the organization at all levels. Working closely with the CEO, other senior officers of the organization, along with volunteers and other individuals, the Vice President will fully understand and be able to articulate the vision of the YMCA both internally and externally. S/he will support and partner with the President/CEO and board members on all major fundraising initiatives. S/he will work with the President/CEO and senior staff to develop and implement a comprehensive development strategy to include: corporate, foundation, government grants, etc. S/he will monitor all donor information; provide and present statistical analysis to board and senior leaders. S/he will develop and implement a stewardship program aimed at cultivating deeper ties with donors. S/he will identify, develop and mentor the Association Advancement team. This team will include the following areas, Annual Campaign, Community Development and Youth Development. S/he will assist in the Association’s efforts in any YMCA merger, acquisition, shared service and management agreement.

SPECIFIC RESPONSIBILITIES:

Know How
- Bachelor Degree in Business Administration, Financial Development, or related field. Master’s degree preferred.
- 10 years’ experience with demonstrated success in a development function (managing and forging relationships with multiple donor sources). The individual must have tangible experience of having expanded and cultivated existing donor relationships over time.
- Excellent organizational and communication skills, both written and oral; demonstrated skills in administrative management, problem solving, computer proficiency; and the ability to work closely and cooperatively with President/CEO and staff at all levels, policy and program volunteers and members.
- Knowledge of and commitment to the mission of the YMCA and its capacity to build strong kids, families and communities. The ability to present self and YMCA professionally at all times. The ability to articulate and model YMCA’s four core values of Caring, Honesty, Respect and Responsibility are essential.

Essential Functions:
1. Provide leadership for the effective planning, organization and coordination of financial development efforts, to include donor prospecting, annual campaign, corporate/major gifts giving and endowment and special events.
2. To provide a continual source of revenue for the growth and development of the Association in relation to annual, capital and endowment efforts.
3. Actively promote the Association through intensive public relations and marketing programs that will secure private funding sources to maintain and increase current and future funds of the Association.
4. To cultivate local and state public officials for the benefit of the Association, relative to legislative member items and Association Image.
5. To provide Senior Management leadership to corporate board volunteers relative to the Financial Development and Endowment Committees and branch advisory councils as needed.
6. Maintain and investigate federal, state and private grant resources, and work closely with branch designees on writing, submission and evaluation of proposals.
7. To provide leadership to the President/CEO relative to selection, development and motivation of key staff to assure effect management of the Association.
8. To develop long and short-term plans, policy and procedure and supervise staff for the overall growth of the Financial Development Department.
9. Initiate and maintain relationships with influential leaders across the Capital District YMCA’s association to strengthen the organization and community.
10. Assist in any merger, acquisition, management or shared service agreement that the Capital District YMCA enters into.
11. Actively support financial development initiatives such as the Annual Giving Campaign, President’s Award Dinner, Heritage Club, Black and Latino Achievers Dinner and Golf Classic.
12. All other duties are requested.

**Effect on End Result:**
This position has the primary impact on the overall financial/business development of the Association. Satisfactory performance of the incumbent will result in maximum efficiency and high quality of the Association’s overall operations.

**Physical Requirements:**
This work requires the following physical activities: climbing, bending, stooping, kneeling, twisting, reaching, sitting, standing, walking, lifting, finger dexterity, grasping, repetitive motions, talking, hearing, and visual acuity. The work is performed primarily indoors, and may require occasional travel to the various branches/sites of the Capital District YMCA.

*Rev. Date: 9/15/21*