



**Middle Collegiate Church**

welcoming • artistic • inclusive • bold

## **Director of Stewardship Middle Collegiate Church**

(Reformed Church in America/United Church of Christ)

[middlechurch.org](http://middlechurch.org)

August 1, 2019

Middle Collegiate Church seeks an imaginative, rigorous, systems-oriented fundraising generalist with a heart for people and details to serve as **Director of Stewardship** for our multi-ethnic, multicultural, fully-inclusive and growing congregation of more than 1,200 members. **The ideal candidate** has five years of successful fundraising experience in a congregation, middle judicatory or non-profit. They understand systems and congregational life. They see the connection between stewardship and congregational care.

In particular, we are looking for someone with deep experience in institutional giving, individual giving, and producing donor events, with a proven track record of success in cultivating new donors and stewarding existing funders. Experience with religious and/or social justice institutions preferred. Commitment to anti-racism required.

**Purpose:** The Director of Stewardship will play a key role in supporting Middle Church's vision and ministry, encouraging a culture of generosity and deepening congregational buy-in for partnering in ministry. The director will provide thoughtful, theologically-rigorous, and spiritually-grounded leadership, strategic vision, and coordination for all stewardship and fundraising efforts and initiatives of Middle Church. The director will work closely with the Senior Minister, Middle Church Consistory, and staff to meet new and aggressive revenue targets over the next three years, designed to sustain and broaden Middle's impact.

**Our Story:** Since 2010, Middle Church has been on a steep learning curve about funding our own ministry. A healthy endowment, shared by five Collegiate ministries, has been a blessing for our congregation, which in 1985 numbered only 27 members. Rapid growth (400 members in 20 years, 1,200 in 15 more) and work on our physical plant have changed our economic model. Middle Church has risen to the challenge, raising \$50,000 in offering in 1985 and \$685,000 in 2019. This momentum is wind beneath our wings, as we seek to fund 50% of our expenses by 2022. The director will need to develop strategies that tap into the great diversity of our community: non-churched people suspicious of money-talk; people inspired to give by their spiritual practices; people of color who give a larger portion of their income than white counterparts; people on fixed income and wealthy people who could give more. Strategies must account for this diversity and facilitate our transition from a founder model to an institutional approach to fundraising.



## **Responsibilities:**

### **Facilitating Congregational Care and Growth through Stewardship**

The director is responsible for the strategic development and implementation of Middle Church's annual stewardship efforts, including annual appeals, donor event production, and special campaigns, as well as collaborating with Communications and Digital Church teams as needed. The director will also support the Senior Minister in the identification and cultivation of major donors, as well as partnering with colleagues on the ministerial staff to identify opportunities for community outreach, engagement, and care. Specific tasks include:

#### ***Annual Stewardship***

- Build a robust, multi-faceted individual giving program that increases the giving level of existing donors, engages congregants meaningfully over the course of the year, develops a large body of new donors, expands Middle's base of recurring donors, and builds a significant revenue stream from an expanded major donor cohort.
- Work to identify appropriate donor portfolios for the Senior Minister and Partnership Task Force (Stewardship) to "nudge" them in their relationships with these donors.
- Development and implementation of Middle's annual campaign, including direct mail and digital fundraising for Homecoming, the Gift to Bring season, and Pride, and interface with the Communication staff to develop donor-centric and fundraising-related communications.
- Lead the development of donor cultivation, stewardship, and other marketing collateral, such as annual reports, donor communications, and donor outreach materials.
- Generate stewardship copy for online platforms as needed.

#### ***Special Campaigns***

- Build the planned giving program with a program on deferred gifts.
  - Discuss basic planned giving options with donors and prospects, including wills/bequests, Charitable Gift Annuities, life insurance policies, and so forth.
- Strategically assess and engage opportunities for institutional funding around programmatic initiatives, serving as the key point of contact for grant applications and reporting.



## ***Donor Events***

- Produce Middle's existing line up of annual fundraising events, as well as building out new events that help cultivate and engage existing and new donors. This includes:
  - Developing fundraising and impact goals for each event, as well as designing event flow and program.
  - Working with staff to track logistics such as catering, budget, registration, invitations, and other collaterals.
  - Securing and/or preparing event space.
  - Partnering with the Senior Minister, her spouse, and assistant to assure the success of events in their home, the Middle Church Parsonage.
  - Creating and generating event reporting, that includes what goals were and were not achieved and lesson learned for future events.
  - Spearhead event follow-up.
- Collaborate with Program staff and clergy to identify opportunities to leverage existing events for fundraising efforts

## **Administration and Capacity-Building**

In collaboration with the Director of Data Systems, the director is responsible for overseeing the constituent database, ensuring best practices, and producing regular reporting for staff, board, and the Partnership Task Force, a lay-lead committee. Additionally, the director provides capacity-building for the church through peer-education and the care and cultivation of Partnership Task Force volunteers, and co-chairs congregational meetings that address Middle Church's future and its financial/fundraising needs. Specific tasks include:

### ***Administration***

- Maintain and develop systems to ensure effective record keeping, acknowledgement, and follow-up with individual donors, including:
  - Working with Board members and Fiscal team to ensure timely and accurate weekly cash donation count and online giving tracking.
  - Ensuring accurate gift entries, timely acknowledgements, and reconciliation with Finance.
  - Recognizing Memorial Gifts with both the donor and the loved one.
- Generate weekly reports for Senior Minister and Middle Church Consistory Chair
- Create monthly status reports for the Partnership Task Force, Senior Minister, and the Middle Church Consistory.



- Collaborate with Director of Data Systems to develop queries, reports, and so forth needed for a full range of fundraising activities, including robust historical trend analysis, projections for future giving, and prospecting
- Reconciliation with Fiscal Office on a quarterly basis

### ***Capacity-Building***

- Participate in staff meetings, leadership meetings, and the general life of the church, collaborating with the other staff members to complement missions with all other areas of church ministry.
- Attend Care Meetings, working closely with the Executive Minister for Care, Education, and Membership Growth and the Director of Data Systems to help facilitate outreach to congregants, and to flag issues as they arise.
- Spearhead skill-building for Partnership Task Force, the Middle Church Consistory, and other lay leaders as appropriate.
- Recruit, train, manage, supervise, and acknowledge volunteers to assist with stewardship projects, including coaching and mentoring peers on the cultivation of small and large donors.

This is a full-time job, with excellent benefits and salary appropriate to experience. Typical work week is five days, and 45 hours, most likely Sunday–Thursday. The Director of Stewardship reports to the Senior Minister, The Rev. Jacqui J. Lewis, PhD.

Middle Collegiate Church is a welcoming, artistic, inclusive and bold community of faith and an equal opportunity employer.

To apply, send resume/vitae and cover letter to [Middleinfo@middlechurch.org](mailto:Middleinfo@middlechurch.org).