

RealOptions Obria Medical Clinics Development Manager Job Description

Objectives:

Under the direct supervision of the Director of Ministry Advancement, the *Development Manager* is responsible for fundraising and donor engagement efforts to sustain and grow the life-affirming mission of RealOptions.

Reports to: Director of Ministry Advancement (DOMA)

Qualifications

Required:

- Bachelor's degree or equivalent experience
- 3-5 years of nonprofit fundraising, development, or related experience
- Proficiency with donor management systems (e.g. DonorPerfect, Salesforce, Bloomerang)
- Highly adaptable, takes initiative and able to use creative skills to produce and sustain new programs
- Strategic thinking with a results-driven mindset
- Excellent written and verbal communication skills
- Enjoy working both independently and with others on a team
- Strong interpersonal skills and ability to develop relationships with diverse supporters
- Commitment to RealOptions life-affirming mission and values
- Comfortable expressing faith beliefs and praying over supporters

Preferred:

- Experience working in a life-affirming ministry or similar nonprofit organization
- Familiarity with faith-based or community-driven fundraising
- Bilingual in English and Spanish

Major Responsibilities

The *Development Manager* is responsible for cultivating relationships with donors, churches, and community partners, supporter analytics and ensuring growth in financial support for RealOptions' programs.

Fundraising Strategy and Growth:

- In conjunction with the DOMA, develop and execute a comprehensive annual development plan including individual giving, monthly giving, major gifts and church partnerships
- Proactively identify, research, and pursue opportunities to grow the donor base and secure new financial support
- Lead initiatives to increase recurring and major gifts through personalized engagement and donor development strategies
- Willingness to attend seminars that relate to fundraising
- Assist in developing long-term sustainability strategies

Donor Relations and Stewardship:

- Build and maintain strong relationships with individual donors, major gift prospects, and community supporters is a critical component of the position
- Ability to express empathy for life situations of donors and other key contacts
- Perform donor cultivation efforts through meetings, calls, letters
- Ensure timely acknowledgment, recognition, and ongoing communication with donors including face to face meetings, phone calls, and letter writing

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- Work with the Director of Ministry Advancement, CEO, and marketing team to creatively develop new modes of contact with donors and community partners
- Ability to work toward increasing the donor base by helping determine new groups of people with donor potential
- Ability and willingness to establish Donor Initiated Gatherings (DIG) that are used to promote the ministry and cultivate new donors
- Devise strategies in conjunction with the DOMA to more effectively connect with our donor base
- Ability to develop and share compelling stories that relate to patient successes
- Submit monthly highlights and quarterly reports to DOMA

Database Management & Reporting:

- Review donor database (DonorPerfect) to ensure accurate records and tracking
- Work with DOMA to keep the donor database current
- Contribute to analysis of giving trends
- Develop and maintain donor segmentation with regular review to promote upward growth in donor giving
- Generate and produce regular reports for leadership

Events, Campaigns & General:

- Contribute ideas and implement plans for fundraising events (Walk For Life, IgniteLife)
- Assist with seasonal appeals (Summer Match) and digital fundraising campaigns
- Collaborate on marketing materials and storytelling that reflect patient impact
- Contribute ideas and help develop new effective fundraising campaigns
- Attend all paid staff meetings, including monthly staff prayer meetings and biannual all-staff gatherings
- Other tasks as assigned