



Pregnancy Support Network Position Description

Position Title: Director of Generosity

Team: Generosity/Development

Reports To: Executive Director(s), CEO

Position Summary: The philosophy of development at the Pregnancy Support Network is one of stewardship. We acknowledge that the stewardship of our donors is ministry. The Director of Generosity, with the assistance of the C.E.O and Executive Director(s), creates and executes the fundraising plan for the Pregnancy Support Network, including all the Center's events, direct mail campaigns, and the stewardship of our donors with the ultimate goal of creating champions for the ministry. Our growth strategy moves champions through three stages: participation, engagement, and ownership. As champions move through the stages, they grow a deeper understanding and commitment to the ministry leading to increased involvement and giving.

Qualifications and Experience

- Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord.
- Regularly attend Church
- Exhibit strong commitment and dedication to the pro-life position and personal sexual purity.
- Agree with and be willing to uphold the Statement of Faith and policies of the organization.
- Able to provide spiritual leadership, discipleship, and support to the staff and volunteers.
- Willingness to share the gospel of Jesus Christ by word and example, including prayer, to encourage Pregnancy Support Network constituencies and to contribute to an office environment conducive to supporting Pregnancy Support Network ministry of life.
- Bachelor's degree, preferably in Marketing, Non-profit Development or Business, or 3-5 years of fundraising / sales experience preferred.
- Accurate word processing skills; experience with Microsoft software (Word, Excel and Access); utilize social media such as Facebook, Twitter, texting, mobile apps.
- Excellent verbal and written communication skills
- Has experience with reporting and mining CRM and Donor Analytics data.
- Is a self-starter and needs little supervision.
- Is creative, optimistic and works well under time pressure.
- Flexible schedule and ability to work weekends and Sundays as necessary.



- Ability to multitask—organize multiple projects and set priorities.
- Must be capable and willing to stay on the cutting edge of fundraising best practices.

Spiritual Leadership and Ministry Expectations

- Demonstrate a personal and growing relationship with Jesus Christ and fully support PSN's statement of faith, mission, vision, values, and commitment to the sanctity of human life and be able to communicate them to donors and team members.
- Help cultivate a Christ-centered culture through prayer, encouragement, servant leadership, and appropriate opportunities to share the Gospel with team members, volunteers, partners, vendors, and those PSN serves.
- Lead with humility, wisdom, integrity, confidentiality, and faithful stewardship of the resources God has entrusted to PSN.
- Advance and communicate PSN's vision, mission, and values throughout the organization and among ministry partners.

Duties and Responsibilities

- Develop, implement, and evaluate a comprehensive annual development plan in partnership with the Executive Directors, Medical Director, and CEO, including fundraising goals, strategies, timelines, assigned responsibilities, and projected revenue.
- Prepare and manage the annual development budget, monitor revenue and expenses, identify concerns, and recommend timely solutions.
- Evaluate fundraising efforts on an ongoing basis and provide monthly, quarterly, and annual reports on revenue, campaign performance, donor retention, donor growth, and progress toward established objectives.
- Research fundraising trends and recommend responsible for new opportunities, including underwriting, sponsorships, matching gifts, peer-to-peer efforts, and strategic partnerships.
- Provide leadership and oversight to the department, including staff, contractors, and volunteers as assigned.
- Build a culture of generosity in which every department understands its role in strengthening relationships and communicating ministry impact.



Donor Cultivation, Major Gifts, and Stewardship

- Lead the identification, solicitation, cultivation, and overall stewardship of prospective and current donors.
- Manage donor portfolio of giving, creating individualized relationship plans that include a *meaningful* personal contact, clear next steps, and accurate documentation.
- Partner with the CEO and Executive Directors on major-gift strategy and portfolio management.
 - Unless otherwise assigned, the CEO will lead relationships at \$5,000 and above. Executive Directors will lead relationships from \$2,000 to \$5,000. All remaining donors will be stewarded through the Director of Generosity.
- Oversee the monthly giving program working with consultants to grow and steward the program.
- Develop strategies to diversify PSN's donor portfolio across individuals, churches, businesses, foundations, and community partners.
- Ensure donors are thanked promptly, personally, and in ways that honor their generosity and reflect PSN's values.
- Maintain a consistent schedule of donor calls, meetings, tours, visits, handwritten notes, purposeful emails, and other meaningful contacts.

Fundraising Events and Campaigns

- Provide strategic leadership for PSN's fundraising events, including the Walk for Life, spring and fall banquets, golf outings (Akron and Canton), Labor of Love Run, fall gala, legacy events, and other approved events.
- Establish the purpose, audience, revenue goal, sponsorship strategy, budget, timeline, and success measures for each event.
- Coordinate event execution with assigned staff and volunteers, clearly delegating logistics and day-of responsibilities so the Director can remain focused on donor engagement, sponsorships, and revenue outcomes.
- Secure sponsorships, underwriting, matching gifts, and in-kind support when appropriate.
- Monitor each event's budget and prepare a final financial and performance report, including gross revenue, net revenue, cost to raise a dollar, attendance, donor acquisition, and follow-up actions.
- Attend and speak at events outside regular work hours as needed.



- Establish and maintain standards for complete, accurate, and timely donor and participant information in PSN's database, including contact reports, preferences, relationships, giving history, and next steps.
- Work with finance and stewardship specialist to ensure gifts are entered, reconciled, receipted, acknowledged, and reported accurately and promptly, with appropriate separation of duties and internal controls.
- Ensure development records, procedures, calendars, templates, and institutional knowledge are current and sufficiently documented.
- Maintain donor confidentiality and comply with applicable laws, ethical fundraising practices, organizational policies, and donor restrictions.

Other Responsibilities

- Design, implement, and evaluate annual giving, monthly giving, major gifts, planned giving, capital campaigns, and special fundraising initiatives in conjunction with the executive directors and CEO.
- Lead and grow PSN's legacy-giving program, including donor education, cultivation, professional partnerships, and related events.
- Manage fundraising partnerships and cause-marketing relationships, including the Seven Weeks Coffee partnership and similar opportunities approved by the leadership team.
- Oversee the development strategy and content priorities for donor-facing communications working with the communication specialist, consultants, and outside vendors on appeals, sponsorship materials, campaign messaging, impact reports, and donor communications.
- Partner with Communications on design, brand consistency, photography, video, email, print, digital content, social media, and public awareness efforts related to fundraising.
 - Communications staff retain responsibility for creative production, organization-wide branding, social media management, client-facing marketing, and routine media relations unless otherwise assigned by the CEO.
- Provide accurate stories, outcomes, fundraising priorities, and donor-centered messaging while protecting client confidentiality and dignity.
- Assist the CEO and executive leadership in developing relationships with business, civic leaders, and community partners that can advance PSN's mission and financial sustainability.



- Represent PSN at church presentations, community meetings, donor gatherings, tours, and other approved engagements, as directed.
- Identify new audiences and engagement opportunities and recommend strategies for building support in PSN's service areas.
- Collaborate with the appropriate program and communications leaders when community outreach involves client referrals, patient services, education, or public relations beyond fundraising.

****Meaningful Donor Contact***

A meaningful contact is a personalized, intentional interaction with a donor or prospective donor that strengthens the relationship, advances an invitation to give, or encourages increased engagement. Examples include personal phone calls, one-on-one meetings, handwritten notes, personal visits or tours, and purposeful individual emails. Newsletters, bulk emails, and other mass communications do not qualify as meaningful contacts.

This job description summarizes the primary responsibilities of the position and is not intended to be an exhaustive list of every duty. Responsibilities may change based on ministry needs and at the direction of the CEO.

Employee signature: _____ Date: _____

Executive Director(s) signature: _____ Date: _____

Executive Director(s) signature: _____ Date: _____

CEO signature: _____ Date: _____