



## **Murphy-Harpst Children's Centers (MHCC)** **Vice-President of Advancement Search**

### **Position Announcement**

Murphy-Harpst Children's Centers (MHCC) is currently seeking a Vice President of Advancement whose office will be located in Atlanta, Georgia. Reporting to the President and CEO and working closely with the Board of Directors, the Vice President of Advancement supervises the Advancement Department and is a key member of the Executive Leadership Team.

This position is responsible for implementing an organization-wide fundraising infrastructure and strategy to meet the organization's critical targets for revenue diversification and operating support. This will be accomplished through an array of strategies including, but not limited to, establishing and maintaining robust donor cultivation and stewardship systems, initiating a clear strategy and active calendar to increase giving at all levels through individual and major gifts, annual giving, foundation and corporate grants, and planned/legacy gifts, as well as through targeted special events and campaigns as appropriate. A special priority is placed on cultivating and maintaining relationships within the Methodist Conferences and its churches, and with faith-based communities generally.

A multi-modal approach is required including direct mail and electronic appeals, tailored personal communications, and social media. This position works very closely with the Advancement Services Coordinator to ensure the proper and timely acknowledgment of any and all gifts. Applicants must possess the ability to work independently, take initiative, work well with teams, and meet deadlines.

Established in 1924, the mission of MHCC is to provide healing and hope to children and youth who are experiencing significant emotional and behavioral challenges. Many have experienced physical, emotional or sexual abuse, sexual exploitation, neglect, abandonment, or other trauma while others have succumbed to negative peer pressure and drug use. Located on 160-acres in Cedartown, Georgia, MHCC provides a beautiful residential campus that offers a Transitional Living Program, an Education Program, a Clinical Program, Equine-Assisted Therapy, and Therapeutic Activities. The organization also offers Specialized Foster Care Homes where children and youth live with foster families in the community. Murphy-Harpst recently opened up a Respite Program and it is also expanding to provide Group Homes in Augusta and Metro Atlanta.

The organization is committed to meeting the critical needs of these young people to prepare them to live successfully in the community with lives of meaning and purpose. Our talented and amazing employees make this happen. The need for our services is high. In Fiscal Year 2022, MHCC received 3148 referrals for only 78 openings. We hope you will consider joining our team at this time of dynamic growth.

Applicant should email cover letter outlining how they meet the specific requirements of the position, a resume and any supporting documents to [tmeeks@murphyharpst.org](mailto:tmeeks@murphyharpst.org) no later than **Monday, September 19, 2022.**

While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.

Murphy-Harpst is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected veteran status.

**Murphy-Harpst Children's Center (MHCC)**  
**Job Description**  
**Vice-President of Advancement**

**Position Summary**

The Vice President of Advancement oversees the Development Department and is responsible for the preparation and management of an overall comprehensive fundraising plan in order to meet the annual goal determined by the President & CEO. This will be accomplished through an array of strategies including, but not limited to cultivating and maintaining relationships within the Methodist Conferences and its churches, restricted and non-restricted grants, special events, legacy gifts, major gifts and corporate / foundation giving along with individual, corporate and faith-based giving via multiple channels, including direct mail and electronic appeals, tailored personal communications, and social media.

**Qualifications & Experience**

- Bachelor's degree required, Master's degree preferred.
- Certified Fundraising Executive (CFRE) Certification preferred.
- Excellent oral and written communication skills.
- Ability to meet deadlines.
- Important to be self-directed, confident and personable –able to effectively manage a high degree of exposure to the public.
- Frequent local and statewide travel required as needed.
- Some evening and weekend work required as needed.
- Minimum five years in not-for-profit fundraising, preferably within a health-related organization.

**Experience**

- Demonstrated track record of successful fundraising experience that includes major gift programs, annual appeals, legacy giving, donor stewardship and database management, special events, corporate/ foundation giving, management of restricted & unrestricted grants, and donor cultivation and recognition.
- Experience with major gift, capital and annual giving campaigns required.
- Experience with endowment and planned giving campaigns preferred.
- Supervision experience required.
- Skills in Microsoft Office Suite required.
- Knowledge and experience in DonorPerfect management suite of products preferred.
- Experience with online giving and social media outlets required.

**Competencies**

The position calls for a person who is highly organized and capable of handling a variety of tasks simultaneously. Written and verbal communication skills should be polished and effective. The individual must be able to work in a fast-paced environment and be able to manage the ebb and flow of projects as priorities change, and always with an eye for detail and accuracy. This position requires a team-oriented person who understands the dynamic of working with a management team and board members to achieve organizational goals. Tenacity, ethics, creativity, and a strong sense of curiosity are helpful characteristics. A heart and passion for improving the lives of children is essential.

## **Essential Functions & Primary Responsibilities**

### **1. MEET ANNUAL REVENUE GOALS**

- Work with the President/CEO and the Board of Directors to develop a fundraising plan to include strategies and timelines.
- Recruit, train, supervise, develop, and evaluate the performance of advancement staff in accordance with the vision, goals and requirements of MHCC and all applicable state and federal requirements.
- Develop an annual operating plan and budget to support the comprehensive fundraising plan and submit for appropriate review and approval.
- Determine and develop appropriate and diverse approaches to fundraising including campaigns, major and planned gift proposals, annual appeals and other grassroots outreach and special events.
- Solicit major gifts from individuals, churches, corporations and foundations.
- Research and identify individuals, foundations and corporations that have potential to support MHCC. Prepare letters of inquiry, funding requests and other materials to solicit funds, schedule presentations and follow-up as appropriate.
- Work with the Board of Directors and major donors to expand potential donor list and donor activities.

### **2. IDENTIFY, CULTIVATE AND SOLICIT NEW DONORS**

- Have an understanding of the current philanthropic landscape and develop a strategy to acquire donors and increase their level of engagement and giving with the organization.
- Create opportunities for the President/CEO and Board members to meet new, qualified potential donors.
- Develop and coordinate the day-to-day activities of the fundraising department including, but not limited to, direct mail, email marketing, tailored/personal communications, social media, and personalized donor solicitations.
- Work with the Advancement team to cultivate and maintain relationships with the Methodist Conferences, the United Methodist Churches, Global Methodist Churches, its Ministers, Sunday School Classes, and Missions Team(s).
- Schedule speaking engagements and special events such as the “Day of Giving”.
- Work with the President/CEO and the Advancement Team to increase MHCC’s presence in the community and level of engagement with corporate, faith and civic volunteer groups.
- Establish a program to educate and enlist the active support of ministers, district superintendents and other leaders within the United Methodist Church and the Global Methodist Church.
- Work with key corporate partners to increase engagement, identify potential sponsorship opportunities for MHCC signature events, secure annual fund donations, and encourage inter-office fundraising.
- Work with the IT Coordinator and Coordinator of Financial Services to implement and manage cause-marketing and, when appropriate, crowd-funding projects or other social media initiatives that support individual giving.

### **3. RETAIN EXISTING DONOR AND RE-ENGAGE LAPSED DONORS**

- Manage correspondence for the annual fund and work closely with staff of the Advancement department to ensure efficient, accurate and consistent donor stewardship.
- Oversee the advancement process including planning, cultivation, solicitation, and stewardship of donors through the various functions, including major gifts, annual appeals, corporate and foundation appeals, campaigns and planned giving.
- Develop talking points and scripts for communication to donors.

- Collaborate with President/CEO to create and update timeline and work plans for effective donor relations, including donor recognition, donor appeals and donor interactions with the organization.
- Maintain accurate records and keep the President/CEO apprised of all related interactions with major donors, partners and/or board members.
- Ensure that donor records are properly maintained and updated in DonorPerfect.
- Assure the accuracy and transparency of all advancement records and adherence to all accounting and legal requirements for such records.

#### **4. SUPPORT MARKETING AND COMMUNICATIONS EFFORTS, INCLUDING SOCIAL MEDIA**

- Oversee the development of creative concepts and calls to action for collateral/marketing materials, newsletter stories, web content, and email content.
- In conjunction with the Marketing & Communications Manager, develop and implement an ongoing plan of communication and outreach with the stakeholders throughout the year, including newsletters, social media interaction, and media coverage.
- Work with the Director of IT to help manage and effectively leverage all social media channels for MHCC.
- Communicate and work with the President/CEO and Board to maintain a board development process and structure and ensure ongoing development of the organization's volunteers.
- Be a visible presence for MHCC in the community by:
  - Presenting a strong, positive image for the organization.
  - Leading initiatives, accepting speaking invitations, attending events, and participating in activities related to issues affecting children.
  - Creating and maintaining relationships with press and media, faith-based entities, partners, opinion leaders, policy makers, funders and existing and potential donors.