



## Chief Development Officer Position Announcement February 2023



The firm of *moss+ross* has been retained to lead the search. Please send nominations or cover letter and resume to:

[YMCAsearch@mossandross.com](mailto:YMCAsearch@mossandross.com)

**Candidates are encouraged to apply by March 15, 2023.**



## YMCA of the Triangle

Position Profile: Chief Development Officer  
Starting salary is \$180,000 range with competitive benefits.  
Applications will be accepted until position is filled.

### THE OPPORTUNITY

The YMCA of the Triangle Area, under the direction of CEO Bruce Ham, is seeking an experienced fundraiser, natural relationship builder and mission-driven thought leader to join the C-Suite of the organization. The Chief Development Officer (CDO) will guide the next chapter of financial development focused on broadening philanthropic engagement through inclusive and innovative fundraising strategies that welcome and engage the entire community in supporting healthy spirit, mind, and body for all.

The CDO leads financial development initiatives across 17 YMCA branches and 3 overnight camps, building key relationships with individual donors, corporations, and foundations. Fundraising initiatives include the Annual Campaign, all capital campaigns, the Y grants program, and endowment and planned giving efforts. The CDO provides strategic leadership for prospect identification, donor cultivation, engagement and stewardship and works in partnership with the Chief Strategy Officer to advocate for local and state government support.

An integral role of this position is the CDO's ability to build relationships with the YMCA staff, Board, and community leadership. The CDO works closely with the CEO to develop and engage the Trustees, Board of Directors, and YMCA Branch/Overnight Camp Advisory Boards and to position the Y as a community convener and collaborator to address critical social issues.

### ABOUT THE YMCA OF THE TRIANGLE

**The Mission of the YMCA of the Triangle is to put Christian principles into practice through programs that build healthy spirit, mind, and body for all.** Rooted in the Christian principles of caring and inclusion, the YMCA is respectful of all expressions of faith and gratefully welcomes and serves families and individuals from all traditions, backgrounds, and perspectives.

While its mission is shared by all Y's nationally, the Triangle Y is an organization like no other. For more than 165 years, the YMCA has served and met the needs of the communities within the greater Raleigh, Durham, Cary, and Chapel Hill region. The Triangle Y is a genuine community service organization and much more than a collection of local fitness facilities. Its Mission and Purpose direct all it does and compels the YMCA—employees, members,



participants, volunteers, donors, and stakeholders—to embrace, reflect, and celebrate the richness of diversity within each other and the many communities its branches and programs serve. The Y is dedicated to enabling people of all ages, backgrounds, and walks of life with the opportunity to reach their full potential with dignity. Learn more about our work through our most recent [Impact Report](#).

The Y's Mission, Purpose, and Core Values are further expressed through its internal and external actions and in the Triangle YMCA's Diversity, Equity, and Inclusion Statement — "To fulfill our Mission and Purpose of strengthening community for all, the YMCA of the Triangle is committed to being a multicultural, anti-racist, and inclusive organization, fully leveraging our collective resources and impact to address social inequities."

## OUR CULTURE AND COMMITMENT

The YMCA of the Triangle is made up of people of all ages and from every walk of life working side by side with us to strengthen our community. Our mission compels us to embrace, reflect, and celebrate the richness of diversity within each other and the many communities we serve with purpose and intentionality every day.

- **We are welcoming and inclusive:** we are open to all. We are a place where you can belong and become.
- **We are genuine:** we value you and embrace your individuality.
- **We are hopeful:** we believe in you and your potential to become a catalyst in the world.
- **We are nurturing:** we support you in your journey to develop your full potential.
- **We are determined:** above all else, we are on a relentless quest to make our community stronger beginning with you.

Today, the YMCA of the Triangle ranks among the largest YMCAs within the nationwide YMCA movement and is based in one of the fastest-growing regions of our country. With an operating budget of \$99M; service to seven counties across 17 branches and three overnight camps; 400+ full-time employees; 2,900+ part-time employees; 4,000+ volunteers; 75,000+ members; and more than 190,000



constituents; the YMCA of the Triangle is one of the largest nonprofits in the region. Its facilities encompass a total of 1,211,461 square feet of occupiable enclosed space and 1,114 acres of land. At full capacity, the YMCA of the Triangle's three overnight camps can accommodate 7,150 overnight campers per summer. Through concerted and strategic outreach, the Y's programs and facilities are used by an extraordinarily diverse range of users in each community. It is a bedrock institution for the region.

The three largest components of the YMCA of the Triangle's operating revenue are membership/fitness, youth programs, and overnight camps, making up 32%, 29% and 23% respectively. The Y's Annual *We Build People* Campaign is the largest YMCA annual

campaign in the country, raising \$9.86M in 2022, primarily from individuals. In addition, the Y has more than 70 individual endowment funds with a total value of more than \$20M, and more than 160 individuals and families have put the Y in their estate plan.

The YMCA of the Triangle conducted a comprehensive capital campaign from 2014 to 2019 that raised \$54M. In 2020, the YMCA of the Triangle received an unsolicited, nondiscretionary \$18M gift from philanthropist MacKenzie Scott (one of 43 YMCAs in the country selected by Ms. Scott and \$18M being one of the largest gifts received by a Y). A portion of those funds was used immediately to raise wages for part-time and full-time Y staff, to expand a Department of Diversity, Equity, and Inclusion, and to move forward on several capital initiatives that had been on hold due to the pandemic.



Beyond its own balance sheet, the YMCA of the Triangle has leveraged its service, brand, reputation, and reach to forge innovative and significant collaborations and partnerships with local school systems, healthcare providers, other community-based organizations, municipalities, and national agencies furthering its impact well beyond the footprint of a typical Y.

Additionally, the YMCA of the Triangle's leadership, brand, and community-focused reputation have drawn the interest and

involvement of many successful business and community leaders. The organization routinely attracts a significant level of highly engaged and well-respected volunteers who commit very meaningful amounts of time and resources to the Trustees, Board, Committees, fundraising initiatives, and programs. It's fair to say the YMCA of the Triangle benefits from one of the highest quality and engaged Board of Trustees and Board of Directors of any nonprofit in the area.

## CHIEF DEVELOPMENT OFFICER POSITION SUMMARY

Under the direction of the CEO, and consistent with the YMCA of the Triangle Vision, the CDO is responsible for the overall performance of the Y's Financial Development Department. The CDO works closely with the Y's Executive Leadership to oversee both the sources and uses of philanthropic funds, leading all financial development initiatives across 17 YMCA branches and 3 overnight camps and ensuring that resources are utilized to meet the Y's greatest needs to improve health outcomes, support education, develop changemakers and strengthen families (see the 2022 [Annual Campaign case statement](#) for details).

As an innovator, thought leader, and team builder, the CDO's primary focus is to secure major gifts and to inspire and mobilize YMCA staff and volunteers to support the Y's fundraising goals. The CDO develops and implements strategies, tactics, and metrics for prospect identification, donor cultivation and stewardship to maximize community support for all aspects of the Y's operations and strategic priorities. An integral component of this role is the CDO's ability to build relationships with the staff, Board, and philanthropic leadership of the community.

## KEY LEADERSHIP PROFICIENCIES

**Advance the Y Mission:** Provide visionary and innovative leadership to ensure that all resources are mobilized to adapt to new challenges and needs in the community.

**Build Relationships:** Connect people to the Y mission by developing inclusive relationships, partnerships, and collaborations to help generate solutions to pressing social needs.

**Lead Fundraising Operations:** Ensure relevance, effectiveness, and sustainability of the organization so that the Y can continue to fulfill its promise to the community.

**Develop and Inspire People:** Support the holistic development of self and others so that everyone can embrace the Y's cause, sustain its culture, and inspire others to take individual and collective action to further its impact.

## ESSENTIAL FUNCTIONS

- Supervises all aspects of the YMCA of the Triangle's Financial Development Department, ensuring that the standards for the department and the operations of all functions meet Y objectives.
- Responsible for developing the principles and practices for the Annual *We Build People* Campaign, the Y's annual giving program, and ensuring that all branches have adequate support and training to accomplish their annual giving goals.
- Responsible for developing the principles for capital development and supporting Senior Staff in completion of the planned fundraising objectives.
- Responsible for the performance and management of the endowment and planned giving programs, and with the Finance Department and CEO, monitoring the performance of endowment investments and the disbursement of earnings.
- Responsible for developing principles and standards for grant writing to support the objectives of branch and Y development goals.
- Responsible for all data management and reporting related to development, ensuring exemplary stewardship by the Y.
- Develops and manages the Y's donor recognition process, ensuring that all branches follow approved practices.
- Assists with local and state government advocacy in partnership with the Chief Strategy Officer.
- Serves as the YMCA's liaison to the United Way, the National Association for YMCA Development Officers (NAYDO), and other critical partners.
- Manages assigned accounts and relationships, ensuring effective involvement and support.
- Convenes and presides over select YMCA of the Triangle committees, cabinets, and task forces, ensuring outstanding education, communication, training, and compliance in all aspects of Financial Development.
- Represents the Financial Development Department at YMCA of the Triangle Board and Branch Advisory Board meetings and at select committee meetings.
- Supports the CEO with the Board of Directors, Board of Trustees, Young Professionals Board, and committees as needed, including meeting management, volunteer recruitment, and trainings.
- Supports Branch Executive Directors in consistent practices with Branch Advisory Boards and training of Branch Advisory Board volunteers.

## QUALIFICATIONS

- Bachelor's degree in a related field or equivalent.
- 5+ years of experience leading annual funds, capital, endowment, and/or similar campaigns is preferred.
- 7+ years of experience in roles of increasing responsibility in nonprofit fundraising.
- A proven track record of fundraising success, particularly in securing major gifts, successfully managing campaigns, and engaging a community of motivated supporters.
- Ability to relate to top community leaders and diverse groups of people from all social and economic segments of the community.
- Excellent written and verbal communication skills with diverse constituent groups.
- Strong understanding of business imperatives, strategic priorities, funding opportunities and proven success in strategy development and implementation.
- Demonstrated experience working in a highly collaborative environment where teamwork, humility, a sense of humor, and self-motivation are necessary for success.
- Experience establishing and maintaining collaborative partnerships with individuals and community groups.
- Demonstrated experience assessing situations, defining problems, collecting data, and drawing valid conclusions.
- Ability to manage and accomplish multiple projects and work assignments with little supervision.
- Direct experience designing, developing, and implementing training for both staff and volunteers.
- Ability to work a flexible schedule, including frequent travel, as well as some nights and weekends.

## COMPENSATION

Starting salary begins in the \$180,000 range with competitive benefits. Benefits include paid time off; medical, dental, and vision insurance; voluntary supplemental health options; HSA and FSA account offerings; life, AD&D, and disability insurance; employee assistance program; access to BenefitHub discounts; and 403(b) and 457 retirement plans.

## HOW TO APPLY

To express interest in this opportunity, please submit your cover letter and resume via email to [YMCAsearch@mossandross.com](mailto:YMCAsearch@mossandross.com). All nominations, inquiries, and discussions will be considered strictly confidential.

*moss+ross* has been exclusively retained to lead this search. Applications are requested before March 15, but review of candidates will begin immediately and continue until the position is filled. Writing samples, a short presentation, and up to five references may be required from finalists.

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*YMCA of the Triangle is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex (including pregnancy, sexual orientation, or gender identity), national origin, disability, age, or genetic information (including family medical history). We encourage applications from people of color, women, protected veterans, neurodiverse and all other qualified applicants.*