



**Ronald McDonald
House Charities®**
Eastern Wisconsin

**RMHC Job Description
Director of Development**
October 2025

Job Title: Director of Development

Location: Ronald McDonald House Charities® Eastern Wisconsin

Reports to: President/CEO

Status: Full-time (exempt)

About Ronald McDonald House:

Ronald McDonald House Charities® (RMHC®) is dedicated to providing comfort, care, and a "home away from home" for families with children who are seriously ill. With a mission to keep families close during challenging times, RMHC provides a supportive environment that enables families to focus on their child's healing, rather than worrying about the cost and logistics of lodging during medical treatment. We rely on the generous support of donors, partners, and volunteers to sustain our operations and ensure that families have a safe and welcoming place during their time of need.

Position Overview:

The Donor-Centric Development Director will play a key role in developing and executing a comprehensive fundraising strategy that focuses on cultivating meaningful relationships with existing and prospective donors. The ideal candidate will be an empathetic relationship-builder with a proven track record in major gifts and donor engagement in the nonprofit sector, particularly within the healthcare or family-centered philanthropy space. They will lead a team of development staff who will work with defined portfolios of revenue streams to fuel the mission of RMHC.

Key Responsibilities:

Fundraising Strategy and Campaigns:

- Lead the development and execution of an annual fundraising strategy to meet or exceed revenue goals, including major gifts, annual giving campaigns, and special events.
- Oversee the design and management of capital campaigns and planned giving initiatives, with a focus on driving sustainable funding for RMHC's operations and future growth.
- Partner with the marketing and communications team to craft compelling messages and stories that resonate with donors and support the organization's fundraising efforts.

Team Leadership and Collaboration:

- Supervise and mentor development team members, providing guidance and support to help them achieve individual and team goals.
- Collaborate closely with the President/CEO, Board of Directors, volunteers, and staff to ensure the successful implementation of the development strategy.



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- Assist in the training and engagement of volunteers who are involved in fundraising events and campaigns, fostering a culture of philanthropy throughout the organization.

Donor Relationship Management:

- Cultivate and nurture relationships with major donors, foundations, corporations, and community supporters to secure significant funding for the mission of Ronald McDonald House Charities.
- Develop and implement a comprehensive stewardship plan, ensuring that donors feel recognized and appreciated for their gifts.
- Engage regularly with donors, providing updates on the impact of their support and sharing stories from families who have benefited from RMHC services.
- Personalize donor engagement strategies based on their interests, passions, and giving capacity, ensuring a high level of donor satisfaction and long-term retention.

Donor Cultivation and Acquisition:

- Identify new donor prospects and design targeted strategies for cultivating relationships with potential major donors, sponsors, and community partners.
- Leverage the support of RMHC board members, volunteers, and staff to expand the organization's network of potential donors.
- Ensure seamless donor experiences from first-time gifts through to ongoing engagement, focusing on long-term relationships and increased lifetime giving.

Data Management and Reporting:

- Utilize the donor management system to maintain accurate donor records, track contributions, and segment donor pools for targeted outreach.
- Regularly analyze donor data to identify trends, opportunities for growth, and strategies to increase donor retention.
- Provide detailed fundraising reports to the President/CEO and Board of Directors, tracking progress against revenue goals and highlighting major donor achievements.

Qualifications:

- Bachelor's degree in nonprofit management, business administration, or a related field.
- 7-10 years of experience in nonprofit fundraising, with a proven track record in major gift fundraising and donor stewardship.
- 5+ years in leading a development team



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- Passion for the mission of Ronald McDonald House Charities and a commitment to supporting families with seriously ill children.
- Strong knowledge of fundraising principles, best practices, and donor engagement strategies.
- Proficiency in donor management software.
- Excellent communication, writing, and interpersonal skills, with an ability to connect with donors from diverse backgrounds.
- Strategic thinking combined with a hands-on, detail-oriented approach to executing fundraising campaigns.
- Ability to work independently, manage multiple projects simultaneously, and collaborate effectively within a team.

Compensation:

- Competitive salary commensurate with experience.
- Comprehensive benefits package, including health insurance, retirement plan, paid time off, and more.

Position closes on Tuesday, November 4

To Apply: Please submit a cover letter with salary requirements and resume to info@rmhc-easternwi.org