

Development Manager – Walk for Wishes

Make-A-Wish Central and Northern Florida Mission Statement: Together we create life-changing wishes for children with critical illnesses.

Make-A-Wish of Central and Northern Florida seeks a candidate with a minimum of 1-2 years non-profit experience in fundraising, corporate relations, special events, and volunteer management. The successful candidate will have experience in securing corporate sponsorship dollars, managing special events, budgeting and committee management.

Job Description Summary: The Development Manager is responsible for meeting and exceeding the fundraising goals set by the chapter for the annual Walk for Wishes in Orlando. This job requires a dynamic, motivated, energetic, and personable individual with a go-getter attitude and a drive to meet and exceed budgetary fundraising goals.

Walk for Wishes is Make-A-Wish Foundation's signature community fundraiser and the second largest event for our chapter. Over 150 corporate and family teams of at least 10 people participate in a 2 mile walk around Lake Eola in Downtown Orlando. Throughout the year, teams raise money to help us reach our fundraising goal of \$500,000 for the event. All money raised stays locally to grant the wishes of children with critical illnesses.

Reports to: VP of Development

Essential Duties and Responsibilities to include (but are not limited to):

- Actively solicit and secure corporate sponsorships from \$3,000 to \$25,000 to reach the sponsorship goal for the event. Development Manager will work with committee members, board members, and team captains to develop a prospect list and follow-up with phone calls, e-mails, and face-to-face meetings.
- Recruit corporate and family team captains to form teams made up of at least 10 people to raise funds to meet the fundraising goal for the event. The Development Manager, in partnership with the Walk for Wishes committee, will manage a portfolio of at least 150 corporate and family teams.
- Manage and work with a volunteer committee made up of business leaders in the greater Orlando area. Frequently communicate with Walk for Wishes committee to keep members engaged, motivated, and up-to-date on the status of event. Work closely with committee chair to set timeline, goals, and expectations for each committee member.
- Develop new ideas and creative ways to encourage and motivate teams to raise money, tie them into the mission, and retain their support for Make-A-Wish Central and Northern Florida.
- Conduct team captain kick-offs and lunch-and-learns within corporations to share the Make-A-Wish mission, keep employees engaged, and drive team fundraising. Serve as a coach to team captains to help them reach their goals.
- Manage all aspects of planning, logistics, and day-of tasks to ensure a smooth and successful execution of the event.

- Manage cultivation, recruitment, and thank you events leading up to and post event.
- Perform all other duties as assigned.

Competitive Candidates Will Possess the Following:

- Minimum 1-2 fundraising experience; experience managing a fundraising walk and/or new business development experience preferred.
- Successful track record of revenue generation and fundraising through corporate sponsorship and special events
- Proven ability to lead, motivate, and effectively communicate with a committee of volunteers
- Self- starter with drive and motivation to meet and surpass budgetary goals
- A positive, optimistic, and energetic personality
- Exceptional verbal and written communication skills
- Comfortable and confident presentation skills
- Success in cultivating corporate relationships and securing corporate sponsorships for \$3,000 and above.
- Strong volunteer recruitment, training and management experience
- Ability to work evenings and weekends as necessary
- Excellent computer skills; experience using photoshop, illustrator, and indesign preferred
- Ability to work independently with little supervision
- Excellent leadership skills and ability to delegate responsibilities as necessary
- Capable of building and sustaining relationships with a variety of individuals and businesses
- Professional appearance and demeanor
- Flexible and adaptable to change or unexpected events that may occur during the course of planning and executing special events
- Articulate in person and on the phone
- Meticulous attention to detail
- High energy level and “go-getter” attitude

- Excellent organizational and multi-tasking skills – the ability to juggle several projects at once
- Reliable transportation and driver's license
- Bachelor's Degree (Business or Non-Profit Management preferred) and one-two years of experience in sales, business development, or fundraising.

E-mail your cover letter and resume reflecting salary requirements and experience to: employment@wishcentral.org. No phone calls accepted.