



## Ronald McDonald House of Dallas Job Description

**TITLE:** Capital Campaign Director  
**REPORTS TO:** Chief Development Officer  
**CLASSIFICATION:** Exempt  
**WORK HOURS:** Monday-Friday, 9:00 a.m. – 5:00 p.m. Additional hours will be required outside of normal business hours or as set forth by the demands of the position, up to and including evenings, weekends and holidays.

### **SUMMARY:**

The **Capital Campaign Director** leads the planning and execution of the organization's capital campaign to achieve fundraising goals. Working closely with executive leadership, development staff, consultants and volunteers, this role drives donor engagement and campaign progress from strategy through completion. Responsibilities include identifying and cultivating major donors, facilitating committee activities, overseeing campaign events and materials, and maintaining accurate data tracking and reporting. This role requires a strategic thinker with exceptional organizational skills, a collaborative spirit, and a passion for advancing the mission of the organization through philanthropic support.

### **ESSENTIAL RESPONSIBILITIES AND DUTIES:**

#### **Strategic Leadership**

- Work closely with capital campaign counsel to execute comprehensive campaign strategy.
- Implement campaign goals, timelines, and benchmarks.
- While not the primary solicitor for all campaign prospects, the Capital Campaign Director must be comfortable participating in donor cultivation and solicitation conversations as needed to advance the campaign.

#### **Campaign Planning & Management**

- Collaborate with leadership to develop campaign strategies, timelines, goals, and KPIs.
- Manage campaign calendars and coordinate resources to meet deadlines and stay within budget.
- Ensure integration with broader development plans and organizational strategies.
- Coordinate with marketing, finance, and program departments to achieve campaign objectives.
- Demonstrate strong writing, revising, editing and proofreading skills and the ability to maintain a high standard of accuracy and professionalism.

#### **Donor Cultivation & Stewardship**

- Oversee donor pipeline development to assist in driving donor acquisition, stewardship and revenue growth.
- Create and personalize donor outreach materials and stewardship reports.

- *Support and facilitate donor cultivation and solicitation activities in partnership with assigned staff members and volunteers.*
- *Track donor interactions (pledges/commitments) and proposals using CRM systems.*
- *Ensure timely acknowledgment, recognition, and follow-up with donors.*
- *Write and finalize funding proposals, supporting documentation, and other fundraising correspondence.*

### **Board & Volunteer Engagement**

- *Assist in recruiting, training, and supporting campaign volunteers and committees.*
- *Prepare campaign meeting materials and provide briefings for cultivation partners.*
- *Coordinate committee meetings, agendas, and post-meeting follow-up.*
- *Provide coaching and talking points for volunteer solicitors as requested.*

### **Communications & Events**

- *Coordinate donor and campaign-related events including kickoffs, donor receptions, and virtual briefings.*
- *Partner with the communications team to ensure consistent branding and messaging.*
- *Create campaign collateral in collaboration with design and development teams.*

### **Reporting & Oversight**

- *Monitor budget and revenue performance*
- *Provide regular updates and reports to executive leadership and board, as directed by the Chief Development Officer*
- *Use donor database to segment lists, monitor campaign performance, and inform strategy.*
- *Develop reports and dashboards to track progress toward campaign goals.*
- *Ensure accurate and timely documentation of all campaign-related activities.*

### **JOB QUALIFICATIONS:**

#### *Minimum Qualifications*

- *Bachelor's degree in nonprofit management, communications, business, or related field.*
- *Minimum of 5-10 years of experience in nonprofit fundraising, with a focus on major gifts, individual giving, or donor relations.*
- *Proven success in managing a donor portfolio and soliciting gifts of \$5,000 or more.*
- *Exceptional interpersonal, communication, and relationship-building skills.*
- *High level of discretion and professionalism in handling confidential donor information.*
- *Demonstrated strategic thinking with the ability to develop and execute long-term fundraising initiatives aligned with organizational priorities.*
- *Executive presence with the confidence and credibility to engage board members, senior leadership, and high-capacity donors.*
- *Strong financial acumen, including campaign budgeting, revenue forecasting, and performance tracking.*
- *Data & Reporting Skills: Ability to develop and analyze campaign performance metrics and donor pipeline reports.*
- *Proficiency in donor management systems and CRM platforms.*
- *Ability to travel locally or regionally for donor meetings and events.*

*Preferred Qualifications:*

- *Advanced Education: Master's degree in nonprofit leadership, public administration, or related field.*
- *Campaign-Specific Experience: Direct experience leading or coordinating a capital campaign of \$1M or more, from planning to execution.*
- *Marketing & PR Skills: Strong background in developing campaign collateral, case statements, and donor engagement strategies.*
- *Community Ties: Established relationships within the philanthropic or business community, especially relevant to the organization's sector or region.*
- *CFRE Certification: Certified Fund Raising Executive (CFRE) designation or equivalent credential.*
- *Data & Reporting Skills: Ability to develop and analyze campaign performance metrics and donor pipeline reports.*

**PHYSICAL DEMANDS:**

- *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*
- *Ability to travel independently to various locations as required for client meetings, on-site events, and job-related activities. This may include local and regional travel on a regular basis.*
- *Must have dependable transportation and maintain a valid driver's license and automobile insurance, as travel to client sites and external venues is essential to fulfilling job responsibilities.*
- *While performing the duties of this job, the employee is regularly required to walk, sit and stand; use hands to finger manipulation, handle, feel, reach with arms and hands and talk and hear.*
- *The employee may be required to lift up to 25 pounds.*
- *The vision requirements include close, distance, peripheral, and depth perception.*

*Equal Opportunity Employer*

*Ronald McDonald House of Dallas is committed to inclusion in principle and practice, both in the community at large and within the organization. RMHD provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, pregnancy, citizenship, political beliefs, or service in the military.*