



Ronald McDonald House of Dallas Job Description

TITLE: Capital Campaign Manager
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 Manager plays a pivotal role in planning, coordinating, and executing all aspects of a comprehensive capital campaign. Working in close collaboration with executive leadership, development staff, campaign consultants, and volunteers, this position is responsible for driving donor engagement, managing campaign timelines, and ensuring successful fundraising outcomes. The Capital Campaign Manager will lead efforts to identify and cultivate major donors, facilitate committee activities, oversee campaign events and materials, develop campaign grant proposals and supplemental materials, and maintain 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. While not the primary solicitor for all campaign prospects, the Capital Campaign Manager must be comfortable participating in donor cultivation and solicitation conversations as needed to advance the campaign.

ESSENTIAL RESPONSIBILITIES AND DUTIES:

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.
- Strong writing, revising, editing, and proofreading skills and the ability to maintain a high standard of accuracy and professionalism.

Donor Cultivation & Stewardship

- Support and facilitate donor cultivation and solicitation activities in partnership with assigned staff and volunteers.
- Create and personalize donor outreach materials and stewardship reports.
- Track donor interactions and proposals using CRM/donor database systems.
- Ensure timely acknowledgment, recognition, and follow-up with donors.
- Write and finalize funding proposals, supporting documentation, and other fundraising correspondence.

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.

Communications & Events

- Coordinate donor and campaign-related events, including kickoffs, donor receptions, and virtual briefings.
- Partner with internal communications staff and the external PR agency to ensure consistent branding and campaign messaging across all materials.
- Ensure soliciting team/team members have campaign collateral in advance of cultivation and solicitation meetings.
- Ensure timely and professional communication with campaign donors, prospects, staff, and campaign volunteers.
- Assist with groundbreaking and ribbon-cutting related events.
- Ensure donor signage completion and accuracy and oversee donor gift process.
- 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 3–5 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.
- Proficiency in donor management systems and CRM platforms.
- Ability to travel locally or regionally for donor meetings and events.
- High level of discretion and professionalism in handling confidential donor information.

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.
- Board Relations: Experience working with boards of directors or capital campaign committees, including volunteer engagement and training.
- 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 donor 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 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.

APPLICATION PROCESS:

Interested individuals should submit a resume and cover letter collectively in one PDF file for this position, including at least three references, to:

M. Gale

Professional Talent Partnership with Ronald McDonald House of Dallas

Write "**RMHD Campaign Manager**" in the subject line.

Email: professionaltalent@mgale.co

Equal Opportunity Employer: Ronald McDonald House of Dallas is committed to diversity 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.

Pre-employment Criminal Records Check and Child Abuse Registry Check are required.