

JOB TITLE: Chief Philanthropic Officer  
REPORTS TO: Chief Business Officer  
DEPT: Development

STATUS: REG/SALARIED/EXEMPT  
SCHEDULE: M-F, 40+ hrs./week  
REVISED: 07/23/2025

*The Winston-Salem Rescue Mission (WSRM) is helping our hurting neighbors and those struggling with substance abuse, addiction, homelessness, and other struggles find hope and healing through the transforming gospel of Jesus Christ. WSRM considers every position one of ministry and a vital and valued part of our staff. Therefore, it is essential that all employees of WSRM have a personal relationship with Jesus Christ and subscribe to our Mission, Core Values, and Statement of Faith.*

## **SUMMARY OF POSITION:**

The Chief Philanthropic Officer (CPO) provides strategic leadership for all fundraising efforts at the Winston-Salem Rescue Mission. In close partnership with the Director of Development, the CPO drives major gift growth, cultivates new donor relationships, and collaborates on the implementation of a moves management program to deepen engagement and elevate mid-level and major donors. This role also guides board involvement in philanthropy, ensures strong departmental infrastructure, and supports planning for a future capital campaign. The ideal candidate is a seasoned fundraising professional who is both strategic and relational, passionate about the Mission's Christ-centered work, and committed to supporting the life transformation of men in recovery.

## **KEY RESPONSIBILITIES:**

- Collaborate with the Director of Development to implement a comprehensive strategic fundraising plan that advances the Mission's financial goals.
- Partner with the Director of Development to ensure departmental policies and procedures reflect fundraising best practices and support operational consistency.
- Work jointly with the Director of Development to establish and oversee a moves management program that strengthens relationships and increases giving among mid-level and major donors.
- Identify, cultivate, and solicit new major donor prospects—including individuals, foundations, churches, and corporate partners—to broaden the Mission's philanthropic base.
- Engage and support board members in fundraising activities by providing training, resources, and clear roles that align with each member's strengths and networks.
- Support planning and preparation for a future capital campaign, including readiness assessments, early-stage donor strategy, and the implementation of the existing case for support to engage lead donors.
- Advance planned and estate giving efforts through donor conversations, legacy outreach, and coordination with legal or financial advisors as needed

## **SKILLS AND QUALIFICATIONS:**

- Seven to ten years of progressive experience in nonprofit fundraising, including demonstrated success in designing and executing comprehensive development strategies, programs, and systems. A proven record of consistently increasing philanthropic revenue, with a minimum of three years in a leadership or management role.
- Extensive frontline major gifts experience, including a successful track record of expanding a donor base and closing significant individual and institutional gifts. Proficient in every stage of the donor cycle—from identification and cultivation through solicitation and stewardship.
- Skilled in communicating the Mission's impact in ways that resonate with donors. Experienced in crafting targeted messaging that supports donor engagement and inspires philanthropic investment.
- Proven success implementing moves management strategies to engage and upgrade mid-level and major donors. Skilled in using donor data to inform outreach, track progression, and strengthen long-term giving relationships.

- Experience training and supporting board members in fundraising efforts. Capable of assigning donor-facing roles and empowering board members to serve as ambassadors for the organization.
- Broad knowledge of modern fundraising functions, including major gifts, institutional giving, annual and digital campaigns, events, and operations. Committed to ethical practices and building a diverse, sustainable funding base.
- Understanding of capital campaigns, including feasibility studies, campaign planning and execution, and applications of cases for support that inspire transformational giving.
- Familiarity with planned and estate giving strategies, including donor engagement and basic charitable gift planning concepts
- Strong alignment with the Mission's Christ-centered values and a deep personal investment in supporting the spiritual and physical transformation of men in recovery.

If you are called to make a difference in the lives of others through your leadership in Development and philanthropy, we invite you to apply for the Chief Philanthropic Officer position with the Winston-Salem Rescue Mission today! Please visit: <https://wsrescue.org/employment/> for more details and/or to apply.

#### **WORKING CONDITIONS/PHYSICAL FACTORS:**

The work is typically performed in an office environment while sitting, standing, or stooping. The employee occasionally lifts light and heavy objects, weighing up to 25 pounds, and uses equipment requiring a high degree of dexterity.

#### **EQUIPMENT/TOOLS USED:**

- Computer (Salesforce Database, Excel, Word, Power Point, etc.)
- Copier/Scanner/Printer

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Employee Signature

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Date