



**POWER 10**  
Capital Campaign Operations

## **Job Description: Development / Campaign Director For Candidates**

### **Company Description**

POWER 10 is a leading capital / major campaign company serving chambers of commerce, economic development organizations and other nonprofits in Atlanta and throughout the Southeast and the U.S. POWER 10 is best known for its management of capital / major campaigns and the critical prelude to each campaign, the fundraising feasibility study. POWER 10 campaigns traditionally fund major staff-driven economic and community development programs, as well as new buildings, parks, and other economic development related physical assets.

During each campaign, POWER 10 leads client staff and volunteers – in collaborative fashion - through the proven POWER 10 fundraising campaign methodology. Together, POWER 10 and each client build a persuasive Case for Support, secure the engagement and commitment of key leaders and prospects, solicit and secure Board and Leadership Investments, conduct an exciting public Kickoff, then solicit remaining priority prospects in waves leading to a routine total of 80 - 150 prospect solicitations. The final campaign step is THE standard in a POWER 10 campaign - the Victory Celebration.

### **Job Description**

The Development Director (“DD”) primarily serves as the POWER 10 “quarterback” of each assigned feasibility study and campaign, and is directly responsible for implementing the POWER 10 process and achieving the campaign goal within the time period agreed upon with the client. The DD is responsible for learning / knowing established fundraising doctrine, and then implementing this doctrine through the POWER 10 process. The DD secondarily serves in a business development role. Accordingly, the DD will constantly work to maintain and grow his or her respective relationships with contacts, allies, prospects, clients, and the like.

### **Primary Duties**

The DD’s Primary Duties include:

- Manage and implement all fundraising activities associated with a 2-3 month feasibility study and 8-12 month capital fundraising campaign. This will include the direct in-person solicitation of 80 – 150 prospects per campaign.
- Be on-site with the client for approximately four days per service week. Some campaigns are half time and require service every other week on site or 2-3 days every week; other campaigns are full time and require the DD to be on site for approximately 4 days each week.
- Recruit a high-level volunteer campaign leadership team and manage their operations throughout the campaign.
- Research and develop all educational and informational literature for the cultivation and solicitation of prospects, including the Case for Support brochure, campaign video, and web site.

- Conduct prospect research, and prepare and maintain all prospect lists, to include corporations, individuals / families, foundations, and other sources of potential support for the project.
- Manage the campaign budget and prepare regular budget reports.
- WIN every campaign and ensure that the quality of service we deliver results in new business for POWER 10 with other clients in the community / region.
- Prepare a detailed Transition Report at the conclusion of the campaign.

**Secondary Duties**

The DD’s secondary duties include:

- Accept that every DD has a part time Business Development role at POWER 10 and will be financially compensated for results.
- Understand and appreciate the importance of the fact that the DD is often the most visible “face” of POWER 10 in the client community. The DD’s performance and professionalism will have a strong impact on whether our client refers POWER 10 to other nonprofit organizations inside and outside of the client community.
- Seek to identify, meet, and share POWER 10 information with viable nonprofit prospects in each community in which the DD works.
- Of note, though not a required duty, POWER 10 encourages DD’s to spend time each week engaging POWER 10 prospects and previous clients as suggested by POWER 10. For example, DD’s should consider making five POWER 10 prospect contacts each week. This may be accomplished by (a) identifying / contacting new prospects, (b) contacting existing prospects, and (c) contacting previous clients and volunteer leaders in an effort to maintain these relationships and secure future work with that client or referrals.

**Essential Functions**

The DD’s essential functions include:

- Able to attend meetings at the client site
- Able to communicate verbally with clients
- Able to multi-task and manage a complex campaign operation

**Supervises Personnel:** At times will supervise a POWER 10 Associate Campaign Director and / or a client campaign coordinator

**Reports to:** Sean Mikula, Chief Executive Officer and Amity Farrar, Executive Vice President