

**Job Title: Director of Advancement**

Location: Catholic Foundation of West Central Wisconsin (Diocese of La Crosse)

Reports To: The Director of Stewardship & Development for the Diocese of La Crosse

FLSA Status: Exempt, Full-time

Experience Required: 4–5 years in development, fundraising, or related non-profit roles

Supervisory Responsibilities: None at the start

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**Position Summary**

The Director of Advancement is a mission-driven professional who advocates for the philanthropic and financial goals of the Catholic Foundation of West Central Wisconsin. This role combines high-level development strategy with personal donor engagement, promoting the Foundation's mission, nurturing planned giving, and enhancing major gifts in alignment with the spiritual and pastoral needs of the Foundation's Pillars of Support. This position will require fostering strong relationships with individual donors, clergy, parishes, and other organizations throughout the diocese's 19 counties, focusing on planned giving, legacy, and major gifts. The Director of Advancement serves as a bridge between generous hearts and the enduring mission of the Catholic Church in West Central Wisconsin, collaborating with a team of like-minded individuals.

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**Core Responsibilities**

Stewarding People's Hearts: Recognizing Christ in everyone served and treating each individual with respect and honor, while showcasing appreciation and positive regard for all. This approach empowers them to take responsibility for the stewardship of the Foundation's mission, vision, and culture, along with a personal commitment to reach souls for God. Additionally, this role actively nurtures growth, aiming to cultivate the ability to inspire discipleship in others.

**Development and Major Gifts**

- Identifying, cultivating, soliciting, and stewarding a portfolio of major gift prospects while helping others translate their potential into action to reach the hearts of even more people through missionary discipleship.
- Conducting donor meetings, home visits, and events to foster relationships and secure support, thereby igniting their desire to contribute to the Church's vision and mission.

- Promoting and closing planned giving commitments (e.g., wills, trusts, endowments).

### **Parish Collaboration and Planned Giving**

- Collaborating with pastors and parish leadership to promote major gifts and planned giving initiatives.
- Presenting or facilitating estate planning and end-of-life seminars for parishioners.
- Assisting parishes and donors desiring to establish or expand the Foundation's Diocese and Parish-based endowments.

### **Mission Integration and Donor Engagement**

- Connecting donors' passions with the Foundation and Diocese priorities.
- Transforming ministry and mission needs into persuasive cases for support.
- Creating tailored proposals, reports, and recognition plans to maintain engagement and express gratitude.

### **Board Engagement**

- Acting as a liaison between the parishes, donors, and the Foundation's Board of Directors.
- Supporting strategies for recruiting, onboarding, and engaging board members that align with mission objectives.
- Collaborating with board members to identify innovative and advanced fundraising initiatives.
- Preparing reports for the board, donor impact data, and presentations for meetings and planning sessions.

### **Skills and Abilities**

- **Mission Alignment:** The role of the Foundation's Director of Advancement necessitates a profound commitment to the mission of the Catholic Church, the Bishop of the Diocese, and the Foundation. It also demands a significant sensitivity toward a diverse array of individuals and parish communities, ensuring that the activities align with the Church's teachings and values.
- **Faith-Driven Communication:** Ability to articulate Catholic stewardship values and connect spiritual motivations to philanthropic action.
- **Relationship Management:** Proficient in building and sustaining trusting relationships with donors, pastors, staff, and volunteers.
- **Public Speaking:** Comfortable presenting at seminars, parish events, and donor gatherings with professionalism and grace.

- Fundraising Knowledge: Familiar with endowments, major gift solicitation, planned giving vehicles, donor stewardship, and the annual giving cycle.
- Organizational Skills: Strong attention to detail and the ability to manage multiple donor relationships and parish partnerships simultaneously.
- Discretion and Integrity: Manage sensitive inquiries on behalf of the Donor, Catholic Foundation, and Diocesan leadership with a high level of ethical conduct, confidentiality, and professionalism.

### **Technical Proficiency and Qualifications**

- Practicing Catholic in good standing with a deep understanding and commitment to the mission of the Catholic Church.
- 4–5 years of development experience, preferably with major gifts and/or planned giving.
- Proven ability to build trust with donors, parish staff, and clergy.
- Excellent written, verbal, and interpersonal communication skills.
- Ability to travel throughout the Diocese for parish visits and donor meetings.
- Familiarity with donor database systems, Raiser’s Edge, is a plus.
- Working knowledge of Microsoft Office 365 is a plus.
- Bilingual skills are a plus, along with enthusiasm and energy.

### **Expectations at a Glance**

- Foundation’s Director of Advancement is expected to attend retreats, seminars, and small group discussions where the Catholic faith is discussed. These activities are designed to deepen the person’s understanding of the Church’s mission and values, enhancing the ability to carry out their role as a Foundation’s Director of Advancement effectively.
- Self-motivated and proactive, with the ability to work independently while embracing collaborative ministry.
- Identify, develop, and manage strategies to cultivate and solicit an ongoing portfolio of prospects.
- Maintains regular and reliable attendance.
- Performs additional duties as requested or required.

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### **Additional Information**

- This position does not manage direct reports at start, but may grow into a leadership role.

- Occasional evening and weekend work is expected.
- Mileage and approved travel expenses will be reimbursed; in lieu of mileage, a company vehicle may be provided for official travel
- Must have a cellphone.
- Valid Driver's License required