

SHIMP FOR PRESIDENT 2028

DIRECTOR OF FUNDRAISING & DEVELOPMENT

SENIOR CAMPAIGN FUNDRAISING OFFICER — DETAILED POSITION DESCRIPTION

Department	Fundraising & Development
Reports To	Presidential Candidate and Chief of Staff
Employment	Full-Time, Senior Campaign Leadership Position
Classification	Director / Department Head
Annual Wage	\$ <u>\$110,000.00</u>
Primary Mission	Build, lead, and manage the campaign's national fundraising operation; develop lawful fundraising strategies; expand the donor base; cultivate major and recurring donors; organize fundraising events and digital programs; and coordinate closely with the Campaign Treasurer on federal campaign-finance compliance.

Position Summary

The Director of Fundraising & Development is the senior campaign official responsible for building and managing the campaign's fundraising operation. The Director develops fundraising strategy, establishes revenue goals, supervises fundraising personnel, cultivates donor relationships, coordinates fundraising events, expands recurring and grassroots giving, and helps ensure the campaign has sufficient resources to execute its political and operational strategy.

The Director works directly with the Presidential Candidate and Chief of Staff and coordinates closely with the Campaign Treasurer so fundraising activity is conducted and documented in accordance with applicable federal campaign-finance requirements.

Strategic Fundraising Leadership

Develop a comprehensive fundraising plan covering immediate, quarterly, annual, and election-cycle revenue objectives.

Create measurable fundraising goals by program, donor category, event, geographic market, and campaign phase, and regularly report progress to senior campaign leadership.

Continuously evaluate fundraising performance and recommend adjustments to messaging, outreach, staffing, events, and donor-development priorities.

Major Donor Development

Identify and cultivate prospective individual donors capable of making significant lawful contributions within applicable limits.

Develop professional donor outreach, meeting preparation, follow-up procedures, stewardship plans, and relationship-management systems.

Prepare the candidate and authorized campaign representatives for donor meetings by providing appropriate background, fundraising objectives, and follow-up assignments without making promises of official action or preferential government treatment.

Grassroots & Small-Dollar Fundraising

Build a broad small-dollar donor program designed to convert supporters into first-time, repeat, and recurring contributors.

Coordinate fundraising appeals through email, text messaging, campaign events, direct outreach, website donation pages, social media, and other lawful campaign channels.

Track donor acquisition, retention, recurring-gift performance, average contribution size, and campaign return on fundraising expenditures.

Digital Fundraising

Coordinate with communications and digital staff to develop fundraising messages, donation landing pages, email campaigns, social-media appeals, and supporter-conversion programs.

Ensure fundraising communications accurately describe the campaign and do not use misleading claims, deceptive payment practices, or unauthorized recurring-contribution mechanisms.

Work with approved payment processors and the Treasurer's office to ensure donor information and transaction records flow accurately into campaign compliance and accounting systems.

Fundraising Events

Plan and supervise fundraising receptions, dinners, meet-and-greets, donor briefings, online fundraising events, and other lawful campaign fundraising activities.

Develop event budgets, revenue goals, invitation lists, sponsorship or attendance structures where lawful, staffing plans, follow-up procedures, and post-event financial reconciliation.

Coordinate with security, scheduling, communications, advance, finance, and venue personnel to ensure events are professionally executed.

Candidate Fundraising Program

Develop a disciplined fundraising schedule for the candidate that balances fundraising demands with campaign travel, public events, policy work, media appearances, and personal obligations.

Prepare call lists, donor briefings, meeting objectives, event talking points, and follow-up assignments for candidate fundraising activity.

Maintain accurate records of fundraising commitments and follow-up activity while ensuring all actual contributions are processed through the Treasurer's established compliance procedures.

Fundraising Staff Management

Recruit, train, supervise, and evaluate fundraising staff and authorized volunteers appropriate to the campaign's size and resources.

Establish clear responsibilities for donor research, call-time preparation, event fundraising, digital fundraising, donor follow-up, data entry, and fundraising administration.

Maintain professional standards governing donor interactions, confidentiality, recordkeeping, representations made on behalf of the campaign, and escalation of compliance questions.

Donor Research & Prospect Management

Develop a lawful donor-prospect research program using publicly available information, campaign records, referrals, supporter networks, and other legitimate sources.

Maintain organized prospect pipelines and relationship-management records so fundraising opportunities, outreach history, follow-up dates, and donor interests can be managed effectively.

Sensitive donor information must be protected and used only for legitimate campaign purposes.

Fundraising Goals & Performance Reporting

Maintain fundraising dashboards or reports showing revenue raised, donor growth, recurring contributions, event performance, outstanding pledges or expected contributions where appropriate, fundraising costs, and progress toward campaign goals.

Provide the Candidate, Chief of Staff, and Treasurer with regular fundraising forecasts so campaign leadership can make informed budgeting and operational decisions.

Clearly distinguish between money actually received and informal expressions of support or nonbinding donor intentions.

Coordination with the Campaign Treasurer

The Director must coordinate closely with the Campaign Treasurer and finance staff regarding contribution limits, contributor information, deposits, prohibited sources, refunds, redesignations, reattributions, reporting requirements, and other compliance matters.

Fundraising personnel must promptly transmit contribution information and funds to authorized finance personnel according to campaign procedures.

The Treasurer retains responsibility for the committee's statutory financial reporting and compliance functions; the Fundraising Director does not override the Treasurer on legal treatment of campaign receipts.

Federal Campaign-Finance Compliance

Fundraising programs must be structured to comply with the Federal Election Campaign Act, FEC regulations, applicable contribution limits, source restrictions, disclaimer requirements, and campaign compliance procedures.

The Director must ensure fundraising personnel understand that certain sources of federal campaign contributions are prohibited or restricted and that questionable contributions must be referred to the Treasurer or campaign counsel.

No fundraising employee may knowingly solicit or facilitate an unlawful contribution, contribution in another person's name, or other prohibited financial arrangement.

Ethics & Anti-Quid-Pro-Quo Standards

Donors may support the campaign because they believe in the candidate or campaign, but contributions must never be exchanged for promises of government contracts, appointments, regulatory favors, pardons, official actions, or other improper benefits.

The Director must immediately escalate any donor request or proposal that appears to condition financial support on a specific official favor or unlawful commitment.

Fundraising communications should protect the independence and integrity of future governmental decision-making.

Budget & Fundraising Expenses

Develop and administer the fundraising department budget in coordination with the Chief of Staff and Campaign Treasurer.

Evaluate the expected value and cost of fundraising events, vendors, travel, advertising, payment processing, donor acquisition, communications, and fundraising technology.

Ensure expenses are properly authorized and documented through campaign financial controls.

Data Management & Confidentiality

Maintain appropriate donor and prospect records, including contact history, contribution history, follow-up assignments, event participation, and other legitimate campaign-development information.

Protect donor personal information, campaign fundraising strategy, internal financial goals, and other confidential information from unauthorized disclosure.

Coordinate with qualified technology personnel to maintain reasonable access controls and data-security practices for fundraising systems.

Interdepartmental Coordination

Work closely with the Chief of Staff, Treasurer, Communications Director, Digital Director, Scheduler, Event Director, security leadership, legal staff, and other campaign departments whose work affects fundraising.

Ensure fundraising activities are integrated into the broader campaign calendar and do not create avoidable conflicts with candidate obligations or campaign operations.

Minimum Qualifications

A strong candidate should have demonstrated experience in political fundraising, nonprofit development, donor relations, sales leadership, business development, major-gift fundraising, event fundraising, digital fundraising, or another closely related field.

The individual should possess excellent interpersonal communication, organizational ability, discretion, persistence, leadership skills, financial awareness, professional judgment, and the ability to work under demanding fundraising deadlines.

The position requires a high level of integrity and comfort working with confidential donor and campaign information.

Preferred Qualifications

Preferred qualifications may include experience with federal political campaigns, presidential or statewide fundraising, major-donor development, grassroots fundraising, digital fundraising, fundraising events, donor databases or CRM systems, and management of fundraising teams.

Familiarity with federal campaign-finance rules and experience coordinating with campaign treasurers or compliance professionals are strongly preferred.

Authority

The Director serves as the campaign's senior fundraising executive and may direct fundraising personnel and programs within budgets, policies, and authority approved by campaign leadership.

The Director may recommend fundraising investments, events, staffing, vendors, and strategic priorities but must coordinate financial transactions and contribution-compliance matters with the Campaign Treasurer.

Major commitments, contracts, extraordinary expenditures, and matters outside delegated authority remain subject to the campaign's established approval process.

Standard of Performance

Success is measured by sustainable fundraising growth, donor acquisition and retention, achievement of lawful revenue goals, professional donor relationships, efficient fundraising operations, accurate coordination with finance staff, strong team leadership, and preservation of the campaign's integrity and compliance.

BUILD THE DONOR BASE. GROW CAMPAIGN RESOURCES. DEVELOP LASTING SUPPORT. PROTECT DONOR TRUST. FUNDRAISE AGGRESSIVELY, PROFESSIONALLY, AND LAWFULLY.

Approved By: _____ Date: _____

Director Acknowledgment: _____ Date: _____