



Cru Missionary Order Job Description

Job Title: Sightline-VP of Development

Business Title: Sightline-VP of Development

Job Code: M3O797-VP of Development

Ministry & Team: Sightline/Content

Reports to: Sightline-CEO

Location: Onsite in Plano, TX or Orlando, FL (hybrid schedule available)

Created By: Vivian Bailey 06/19/2025

Approved By: Vivian Bailey 06/19/2025

Role Description: The Vice President of Development plays a pivotal role in advancing the mission of Cru and Sightline by leading a dynamic Development Team to cultivate and grow a sustainable base of financial partners. This role drives the strategy and execution of all fundraising efforts—including general file, mid-level, major donor, and legacy giving programs—to ensure the ministry has the necessary resources to expand its impact. Through visionary leadership, strategic relationship-building, and data-driven fundraising, this position fuels the ministry's future by securing the funding needed to sustain and grow its mission.

Our Mission:

Our mission is to win, build, and send Christ centered multiplying disciples who launch spiritual movements.

Cru Missionary Expectations:

As a Missionary Staff Member of the Cru religious order, the individual performing this role holds a position of spiritual leadership and is expected to seek to live a life that is holy and that follows Jesus' teachings and example of love and humility, considering the interests of others ahead of their own. They are expected to carry out this role in a manner that seeks, individually and with others, the guidance of the Holy Spirit through prayer. Practically this entails:

- Actively and intentionally growing in his or her Christian faith.
- Exhibiting Christian character through attitude and conduct with others in the workplace and in daily life as outlined in the 'Missionary Staff Rights and Responsibilities' section of the employee handbook.
- Expressing a dependence on the Holy Spirit in the performance of his or her duties.
- Take, diligently keep, and annually affirm the Cru Religious Order Vows.



Sightline™
A CRU MINISTRY



- Practicing, teaching, and equipping others to practice evangelism, discipleship, dependence on the Holy Spirit, confession of sin, and worship and praise, contributing to the fulfillment of the Great Commission.
- Engaging in Bible study, prayer, training and development, most frequently with your team, but as Cru requires as well.

Job Duties:

- Develop and lead the execution of a comprehensive annual fundraising plan, including revenue and expense projections across all giving segments.
- Evaluate and optimize all fundraising initiatives (general giving, mid-level, major donors, monthly partners, peer-to-peer, events, etc.), ensuring strong ROI and alignment with Sightline's mission and brand.
- Drive growth through donor acquisition, retention, and elevation strategies, utilizing data-driven approaches to develop sustainable revenue.
- Establish and oversee planned giving and legacy giving programs to secure long-term financial support.
- Accompany the CEO and/or development team members on major donor visits and key fundraising meetings.
- Build and strengthen relationships with major donors, casting vision for Sightline and stewarding donor engagement.
- Oversee donor recognition strategies, ensuring meaningful stewardship at all levels of giving.
- Partner with the marketing and content team to align fundraising messaging and donor engagement strategies.
- Work closely with content and mission expansion teams to develop compelling donor materials and campaigns.
- Recruit, develop, and lead the Development Team, providing coaching, supervision, and professional growth opportunities.
- Ensure all staff have clear job descriptions, personal development plans, and regular performance reviews.
- Lead team meetings focused on spiritual encouragement, strategic planning, and collaboration.
- Establish and manage the development budget, ensuring cost-effectiveness and maximizing net revenue.
- Oversee data-driven fundraising operations, ensuring the effective use of CRM systems and donor analytics.
- Identify and manage contracts with external agencies, vendors, and consultants supporting fundraising initiatives.

Financial Stewardship:

- Cru Religious Missionary Order Staff are expected to maintain a positive balance in their staff account, properly administer financial resources, and communicate consistently with his/her ministry partnership team.



Other Functions:

- Perform related duties or special projects as assigned.
- Participate in training new Sightline staff members.
- Assist with local Sightline functions.
- Serve as a Sightline ambassador to national directors, major donors, and other ministry leaders.
- Participate in ongoing education.
- Personal development - engage in the Staff Development process including creating and implementing a Personal Development Plan (PDP) targeting areas of growth.
- Demonstrate and model personal spiritual discipline and assist in development of an environment on the team where individual team members grow in their own Christian walks.

Supervisory Responsibilities: Directly supervise the Sightline Development Team in accordance with ministry policies and applicable laws, including interviewing, hiring and training; planning, assigning, and directing work; appraising performance; rewarding and disciplining; addressing complaints and resolving problems.

Knowledge of:

- Biblical fund development fundamentals.
- Cru operations, policies and objectives.
- Marketing agency internal processes and procedures.
- Sightline mission and vision.
- Interpersonal skills (e.g., tact, patience, and courtesy).
- Management and supervisory techniques.
- Non-profit fund development strategies.
- Strategic planning, coordination, and execution.
- Evangelical Council for Financial Accountability (ECFA) standards for ethical fundraising.
- Outstanding written and verbal communication skills to represent ministry projects with donors, consult with other Cru ministries, and represent Cru in public audiences.
- Strong analytical skills.
- Best practices and industry standard marketing and development processes/procedures.

Skills & Abilities Preferred:

- Abide by all Cru development policies.
- Cast vision and motivate others to accomplish Sightline mission objectives.
- Relate well to people from diverse backgrounds and skill sets.
- Ensure donor confidentiality and solve donor relational issues.
- Write with excellence by using correct English grammar, spelling, punctuation, and vocabulary.
- Communicate verbally in an effective and professional manner with donors, Cru leaders, and the public.
- Be organized and efficient in managing time, projects, people, and priorities.
- Understand office practices, procedures, equipment, and software.
- Manage tight deadlines.
- Be creative.
- Demonstrate effective and resourceful problem-solving skills.



- Utilize Cru donor data systems.
- Travel domestically and internationally, as needed.
- Multi-task and manage details of complicated and concurrent development/marketing processes and projects.
- Develop strategic partnerships with other organizations and ministries
- Effectively work cross-culturally.
- Work as a leader and team member in support of Sightline projects and other activities.
- Work independently.
- Motivate, train, supervise, provide work direction, and evaluate personnel.

Certifications, Licenses, and Registrations: None

Education & Work Experience Preferred:

- 4 years Bachelor's degree in business, management, or marketing (or equivalent)

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS/ABILITIES:

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; and talk and/or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision.