

REACH DANE REACH GREEN HEAD START

NON-SUPERVISORY EVALUATION FORM

Director of Development

Employee _____ Date _____

Type of Rating: Annual _____ Introductory _____

Performance Definitions

- **Meets Expectations** – Performance consistently exceeds professional standards and objective of the position. Performance of a job function is completed in an exceptional fashion. This rating is reserved for those individuals whose distinguished performance is obvious to all.
- **Needs Improvement** – Performance generally meets standards of the job functions but sometimes falls below acceptable standards. The employee has demonstrated ability to correct deficiencies. The need for further development is recognized. Comments are required for this rating. Identify goals and improvements.
- **Unsatisfactory** - Performance is clearly and consistently inadequate or below professional standards. Comments are required for this rating. Identify goals and improvements. (Should be on a PIP or disciplinary action must be in place).

General Work Habits

Arrives on time	ME	NI	U
Reliable in attendance	ME	NI	U
Alert in health and safety matters	ME	NI	U
Flexible with assignments and schedule	ME	NI	U
Comes to work with a positive attitude	ME	NI	U
Gives direct supervisor ample notice for absences	ME	NI	U
Remains calm in a tense situation	ME	NI	U

Comments:

Key Performance Factors:

Fundraising

Creates and implements a development plan that details how the organization solicits donors and identifies funding sources such as grants, in-kind donations, charitable events and marketing opportunities.	ME	NI	U
Responsibility for raising money for the organization.	ME	NI	U
Coordinates with leadership and the board of directors.	ME	NI	U
Spends time personally soliciting donors and building and solicitation skills are important.	ME	NI	U
Oversees fundraising: write grants, research foundations and corporations, and oversee or implement other fundraising strategies.	ME	NI	U
Develop and implement a strategic plan to raise funds in a cost-effective and time-efficient manner.	ME	NI	U

Comments:

Public Relations

Creates marketing materials, and social media and advertising campaigns as part of a public relations strategy.	ME	NI	U
Responsible for branding and focus on a strategy that expands the target audience through community relations, speaking engagements, newsletters and charitable events.	ME	NI	U

Comments:

Marketing

Keeps the organization in the public eye to make it easier for fundraisers to obtain donations.	ME	NI	U
Plans advertising, public relations and promotions for the organization.	ME	NI	U

Comments:

Database Development

Creates, maintains and manages donor databases for fundraising purposes.	ME	NI	U
Manages donor activity in the database to maximize fundraising opportunities. For example, the director may target specific types of individuals for certain fundraising activities, such as a golf tournaments, black tie dinners or event sponsorships.	ME	NI	U
Solicits, meets and stays in touch with key donors.	ME	NI	U

Comments:

Outstanding Acknowledgements:

Goals or improvements sought for next evaluation:

Agreed upon action plan to meet goal:

1.

2.

3.

Employee _____ **Supervisor** _____

Date _____

If end of Introductory/New Hire Period indicate recommendation below:

☐ **Passed Introductory/New Hire Period**

☐ **Extend Introductory/New Hire Period by ____ days**

☐ **Discontinue employment with Reach Dane**