

## Director of Development

### **ORGANIZATION:**

FRIENDS OF SWITCHPOINT IS A NON-PROFIT ORGANIZATION THAT HAS BEEN SERVING THOSE INDIVIDUALS, FAMILIES AND VETERANS WHO ARE EXPERIENCING POVERTY AND HOMELESSNESS SINCE 2014.

**OUR MISSION:** TO EMPOWER FAMILIES AND INDIVIDUALS IN NEED BY ADDRESSING THE UNDERLYING CAUSES OF THEIR POVERTY AND PROVIDING EACH CLIENT WITH A PERSONALIZED, COMPREHENSIVE PLAN THAT SUPPORTS THEM ON THEIR JOURNEY TO SELF-SUFFICIENCY AND THE OPPORTUNITY TO CONTRIBUTE TO THE COMMUNITY.

**OUR VISION:** WE BELIEVE EACH INDIVIDUAL HAS WORTH AND VALUE. CHANGE OCCURS WHEN PEOPLE ARE TREATED WITH RESPECT AND DIGNITY, EMPOWERED WITH SKILLS AND RESOURCES TO BETTER THEIR CIRCUMSTANCE.

### **GUIDING PRINCIPLES:**

**GOLDEN RULE:** TO TREAT ALL PEOPLE AS WE OURSELVES WOULD WISH TO BE TREATED.

**KINDNESS:** TO DEMONSTRATE COMPASSION AND RESPECT FOR ALL PEOPLE.

**POSITIVE INFLUENCE:** TO JUDGE OUR EFFECTIVENESS BY THE EXTENT TO WHICH INDIVIDUAL LIVES ARE SAVED AND IMPROVED BY THE POSITIVE EXPERIENCE OF THE PEOPLE WE INFLUENCE.

**LEADERSHIP:** TO LEAD BY EXAMPLE, DEVELOPING, PROMOTING, AND SHARING NEW IDEAS AND PROGRAMS TO HELP THOSE EXPERIENCING HOMELESSNESS.

**AUTHENTICITY:** TO DO WHAT WE SAY WE DO.

**TRANSPARENCY:** TO BE OPEN AND HONEST IN OUR RELATIONSHIPS.

**OUR MOTTO:** IT TAKES ALL OF US TO END HOMELESSNESS

**Friends of Switchpoint Director of Development** will be enthusiastic. The director of development will set and achieve fundraising goals, maintain knowledge of fundraisers' interests, cultivate relationships, organize, and carry out fundraising events, and maintain a social media presence.

The successful Development Director will build lasting relationships with donors and keep them informed on how their financial input is making the world a better place. Preferred candidates will be self-motivated, deadline-driven multitaskers.

### **Purpose:**

The Director of Development is responsible for planning, organizing, and directing all Switchpoint's fundraising including, the major gifts program, annual fund, planned giving, special events and capital campaigns. The Director works closely with The Executive Director, other Development Directors and the Board of Directors in all development and fund-raising endeavors.

The Director of Development is responsible for oversight, proactive planning, and successful execution of a comprehensive fundraising program, and to position Friends of Switchpoint for future success, growth, and sustainability. The Director of Development plays a key leadership role in ensuring that Switchpoint fulfills its mission, ensures a values-based organizational culture, and accomplishes its financial goals.

### **Reporting Relationship:**

The Development Director reports to CEO

### **ESSENTIAL FUNCTIONS:**

Illustration of the types of work that will be performed. Duties and responsibilities are subject to change as needs of the organization and requirements of the job shift over time.

### ***Leadership and Management***

- Lead a partnership with the President & CEO, Leadership Team, Board of Directors, and development staff to design and fulfill annual fundraising strategy and goals
- Oversee and direct the implementation of the annual development plan
- Design strategies and tactics for growth and success across all areas of fundraising
- Monitor fundraising results and consistently report progress to the CEO and the Board of Directors; participate in the Board Meetings and Committees, as requested
- Collaborate internally to develop budgets, monitor, and forecast revenue and expenses, and drive financial results
- Manage and empower staff and contractors in designing and fulfilling development goals
- Lead quantitative and qualitative evaluation of fundraising outcomes, resulting in informed, data-driven, and investor-centric strategies
- Work closely and collaboratively with the CEO and the Board Development Committee to build and empower the Board's capacity, capability, consistency, and confidence in fundraising
- Generate new ideas that increase revenue and investor longevity

### ***Annual Giving, Major Gifts, Corporate Giving & Grants***

- Collaborate with CEO in the creation of a strategy for a large, sustained base of annual and individual donors
- Connect organizational mission and results to investor's philanthropic goals and ambitions
- Design and drive strategies for annual/biannual giving program, including in-person events, online and direct mail
- Direct and execute a strong, consistent, relational major gifts program and systematize a planned giving program
- Develop, in partnership with CEO, the annual strategy and goals for philanthropic events
- Manage staff and contractors in event logistics and administration, ensuring impeccable event logistics and results
- Develop a comprehensive corporate giving strategy to engage corporations in supporting Switchpoint initiatives
- In collaboration with CEO secure support for Switchpoint initiatives through creative innovative events and giving opportunities
- In collaboration with CEO, Leadership Team and Grant Writer(s), develop annual grant strategy and goals that build and sustain relationships with private foundations
- Collaborate with CEO and program staff to cultivate funders and review grant applications and reports
- Organize and carry out 2 -in-person fundraising events (breakfasts) each year that effectively communicate the purposes of the organization
- Create and carryout Platform Campaigns for departments needing funding
- Oversee and grow Legacy Giving Program
- Donor acquisition and cultivation – Maintaining a list of potential financial donors

### ***Public Relations***

- Produces relevant and informative fundraising literature
- Initiates Press Releases for openings, etc.
- Creates Radio Public Service Announcements
- Creates moving video content to tell story and communicate organization's purpose and culture
- Promote community awareness through booth events and other community participation
- Chamber of Commerce involvement, awareness, and ads
- Facility Tours
- Outreach
- Annual Report to share

### ***Development and Philanthropic Communications***

- In conjunction with the CEO, develop a comprehensive development-focused communications strategy, integrating into Switchpoint's larger plan for a growing awareness of Switchpoint's impact and role in the community
- Manage donor communications for high-level, strategic fundraising opportunities
- Communicate fundraising goals throughout the organization and empower team members to participate in accomplishing Switchpoint's annual goals

### **QUALIFICATIONS: EXPERIENCE, KNOWLEDGE, SKILL AND ABILITY**

#### ***Experience***

- A strong track record of achieving tangible fundraising outcomes in a competitive field
- Senior leadership development and/or philanthropy experience in a nonprofit, educational, or public service environment (typically 6-8 years)
- Experience responding effectively to shifting and evolving fundraising priorities
- Experience cultivating and maintaining investors in a mission-driven organization
- Experience cultivating and securing major grants and/or high-net-worth individual investors
- Bachelor's degree and/or equivalent experience in professional fundraising

#### ***Desired Specialized Knowledge and Skills***

- Knowledge of the local/state/national nonprofit and advocacy stakeholders
- Skilled communicator and relationship-focused leader
- Commitment to Friends of Switchpoint mission.
- Technologically savvy and knowledgeable including, but not limited to, Microsoft Office Suite, Google Apps, social media, and other software

#### ***Ability***

- Demonstrated track record in developing, communicating, implementing, and adapting a strategy in a constantly changing environment
- Demonstrated track record in developing and leading staff to achieve results
- Experience managing a cross-functional program team
- Ability to assess organization's strengths, gaps and efficiencies, balancing health of organization with programmatic needs and functions
- Strong interpersonal and relationship-building skills
- Ability to listen to others and communicate honestly, responsibly, and professionally; verbally, written, and electronically
- Entrepreneurial
- Ability to perform several tasks concurrently with ease, effectively and efficiently

- Commitment to impeccability and integrity

### **COACHABILITY**

- Able to work in a team environment and has the courage to communicate openly and honestly
- Possess a *growth mindset*: the willingness to be coached and to develop to increase effectiveness, collaboration, and produce results
- Adaptable
- High functioning sense of humor, humility, and emotional intelligence
- Foster a culture of integrity, service, adaptability, innovation, and responsibility

### **PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT**

- This position requires the manual dexterity sufficient to operate phones, computers, and other office equipment, and the ability to sit and to use a computer for significant periods of time.
- This person must speak clearly using the English language to accurately convey information.
- Generally good working conditions with little or no exposure to extremes in noises, temperature.
- Little or no safety or health hazards.
- Minimal lifting or climbing.
- Work performed in an office setting as applicable determined by activities.

### **COMPENSATION**

\$60,000-\$75,000

Switchpoint offers a benefits package that includes Medical/Vision/Dental, Transportation Allowance, Paid Time Off, IRA w/3% Match

*We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. We value a diverse workforce.*

**I HAVE READ AND UNDERSTAND THE JOB DESCRIPTIONS, RESPONSIBILITIES, AND EXPECTATIONS OF MY POSITION WITH *FRIENDS OF SWITCHPOINT*.**

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Employee Name \_\_\_\_\_