

# SEATTLE PARKS FOUNDATION

## **DIRECTOR OF DEVELOPMENT**

Full Time

Reports to the Deputy Director

Seattle Parks Foundation is a 20-year-old nonprofit with a history of successful planning, organizing, advocacy, and fundraising on behalf of our city's public spaces.

We want every resident of our city to be connected to safe and beautiful green spaces and have access to rich recreational opportunities that meet their needs and the needs of Seattle's growing and changing population. We also believe that access to parks and public spaces is a critical indicator of Seattle's commitment to equity.

Our work centers on empowering communities so our public spaces work for everyone and reflect the wisdom of local organizations, neighbors, community leaders, and volunteers—those who are most acutely attuned to community needs. We currently provide fiscal sponsorship services to more than 80 community groups who are improving public spaces throughout the city. Since 2001, donors have contributed \$54 million through Seattle Parks Foundation to support more than 200 community-led park projects.

Our workplace is highly collaborative, professional, and respectful while nurturing a sense of fun. We are led by a strong and strategically engaged board of directors, and we strive to ensure that our team reflects the diversity of Seattle and has the cultural competence to ensure that we serve all residents of the city.

The Director of Development is one of the public faces of our foundation—a key relationship builder who works closely with community partners, donors, and agency staff to deliver on the promise of Parks for All. As such, this individual must model our core commitments as an organization:

- We listen to learn, work in partnership, and lift up others.
- We are committed to diversity, equity, and inclusion. This means confronting our assumptions about structures of oppression and, in response, continually remaking our internal culture.
- We are accountable. When we commit, we deliver. When we make a mistake, we accept responsibility.
- We embrace change and the challenges that come with it.
- We nurture a culture of gratitude and continually celebrate and thank volunteers, staff, partners, and donors.

## **JOB DESCRIPTION**

We are seeking a Development Director with a deep understanding of racial equity and demonstrated success in managing relationships and building fundraising programs who can guide and further develop our fundraising program.

We work to deepen systems and practices that integrate our organization's development and program work. Every staff member has a role in stewarding donor relationships and providing services and support to our community partners.

The Development Director will have access to robust donor and communications technology and a donor base of 1,921 individuals, 900 of whom have been contributing for five or more years. This position involves working closely with the CEO and Deputy Director, who have deep expertise in and passion for fundraising; an engaged, connected, and strategic board of directors; a joyful, diverse, and experienced staff who embrace

the organization's mission; and community partners who contribute their abundant intelligence and wisdom. The Seattle Parks Foundation is in excellent financial health with over \$10M in assets comprised of \$530k in operating cash, \$4M in restricted funds, \$5.5M in invested board designated funds and has a skilled finance committee overseeing these assets.

Priorities for this position include:

**Increase non-fee-based operating revenues from \$750,000 to \$1.3M over the next three years. We have identified the greatest opportunities for growth in the following areas:**

- **Planned giving.** Harness our current momentum with significant long- and short-term benefit to the organization. Market, expand, and steward our Parks Legacy Circle program.
- **Major gifts.** Build on our strong major gifts portfolio by leading our team in identifying, cultivating, soliciting, and engaging this donor group. Build relationships with prospects who have the capacity and affinity to donate a major gift.
- **Institutional and public-sector giving.** Increase our visibility to a universe of local and national funders and secure investments from those whose interests align with ours.
- **Community giving.** Lead our development and communications staff and contractors in developing a robust communications and annual fund calendar. Build a strong base of community awareness and support by sharing the stories of our community partners and articulating our mission and theory of change.

**Build fundraising capacity among our 80+ community partner groups and spearhead capital campaign fundraising efforts to expand our \$2.8M program and project budget.**

- Lead and oversee contractors and consultants in implementing a portfolio of capital campaigns for parks and public space projects citywide.
- Build fundraising capacity among fiscally sponsored community groups through coaching and trainings and by developing resources and toolkits.
- Connect individual and institutional donors with community-led parks and public space efforts through engagement and stewardship opportunities.

## **RESPONSIBILITIES**

### **Strategy, Planning, and Management**

- Uphold our values of diversity, equity, and inclusion and apply those values in developing, implementing, and evaluating organizational and individual work.
- Work closely with leadership and staff in developing and implementing an annual fundraising plan TO strengthen donor retention, deepen donor engagement, and increase unrestricted revenue
- Manage the development and communications staff and contractors and inspire them to deliver on our mission and commit to continual process improvement.
- Be an organizational leader and highly collaborative team member who takes responsibility for the success of fundraising programs.
- In partnership with the CFO, develop and manage fundraising budgets; be responsible for meeting or exceeding revenue goals; and ensure best-practice use of analytics, data, and metrics to track progress and success of fundraising strategies and tactics.

- Oversee the development and maintenance of a donor database, including timely and accurate processing and acknowledgement of all donations.
- Ensure effective systems and efficient use of resources in meeting goals for annual fund and major gift growth and retention, foundation and corporate giving, government grants, special events, and planned giving.
- Provide oversight and strategic direction for donor cultivation and stewardship activities year-round.
- Provide coaching and fundraising support to fiscally sponsored groups to help them achieve their project fundraising goals.

### **Institutional and Major Gifts and Planned Giving**

- Identify, cultivate, and solicit gifts in partnership with leadership and the board of directors.
- Manage a portfolio of institutional, major, and planned giving prospects and donors.
- Direct planned giving, foundation, and major gifts programs.
- Design and implement a strategy to significantly expand institutional fundraising.
- Research, develop, write, and submit grant proposals to obtain, increase, and diversify funding that aligns with Seattle Parks Foundation's mission
- Coordinate site visits and work with staff to manage funder reports, meet goals in accordance with funding timelines, and oversee project budgets.
- Write and submit interim and final narratives and financial reports for current funders, with the support of staff members.
- Identify and cultivate funder, ally, and philanthropic partners by attending meetings and foundation and fundraising events.
- Work closely with staff and board leadership to build the board's capabilities in major donor engagement, solicitation, and stewardship.
- Create proposals, talking points, and other materials for recruiting and communicating with funders.
- Provide strategy and support to relevant staff on their major gifts and institutional giving portfolios.

### **Communications**

- Manage communications staff in both development and organization-wide communications work.
- Work closely with the CEO and the Director of Programs to determine strategic communications strategy.
- Provide direction to the Communications Manager on developing and implementing fundraising communications, including collateral, the organization's website, email, and social media.

### **DESIRED SKILLS, EXPERIENCE, AND ABILITIES**

- Demonstrated commitment to Seattle Parks Foundation's mission and to racial justice
- Excellent communication skills, both verbal and written
- Experience and interest in supervising and coaching other staff members
- Experience drafting successful funding proposals
- Fundraising experience in the nonprofit sector and a track record of raising substantial funds from individual, corporate, and institutional donors
- Ability to reach fundraising goals, independently manage responsibilities, and keep others focused on fundraising priorities and deadlines
- Proficiency in using donor database systems, preferably Raiser's Edge
- Meticulous attention to detail
- Ability to work collaboratively and with a positive attitude in a team environment

- Exceptional relationship-building and interpersonal skills
- Ability to thrive in a fast-paced, adaptive environment
- Proficiency in Microsoft Office applications—Excel, Word, and PowerPoint
- Ability to work occasional nonstandard hours, including at evening and weekend events

## **COMPENSATION AND BENEFITS**

This is a full-time, exempt position with a salary range of \$90,000 to \$105,000 DOE. We also offer a generous benefits package, including:

- Employer-paid medical insurance
- IRA plan, with organizational match of up to 3% of the annual salary
- Paid vacation and sick leave
- 10 paid holidays per year
- Unlimited ORCA transit pass

To apply, please submit a resume and a cover letter to [info@seattleparksfoundation.org](mailto:info@seattleparksfoundation.org).

Reference the job title “Development Director” in the subject line. This position is open until filled, with priority given to applications received by April 22, 2019.

In your cover letter, please describe: 1. What draws you to Seattle Parks Foundation and its mission 2. Your personal and/or professional experiences relating to diversity, equity, and inclusion and how it has influenced your career and your approach to fundraising. 2. Your past development experience and performance.