

DEN UPDATE

The Monthly Publication of the
Development Executives Network

May 2008

484-B Washington St. #199 • Monterey, CA 93940

2008 DEN Member's Only Workshop

THE 3 BIG FUNDRAISING CHALLENGES!

CHANGE YOUR THINKING
CHANGE YOUR OPERATIONS
CHANGE YOUR FUNDING

*Think bigger...
Engage your board and new prospects...
Jumpstart giving in 30 days!*

Featuring Tom Suddes

Tom Suddes has raised \$1 Billion for nonprofit causes. His experience has helped him to be successful by "changing the fundraising game all together." You will be challenged to abandon old-world fundraising habits in favor of leveraging common-sense frameworks and entrepreneurial thinking to raise more money at less cost. More details on page 2.

Friday May 9, 2008
Casa Munras, Monterey CA
8:30AM to 3PM

RSVP immediately to Lauren Cohen at
Lauren@MyMuseum.org
(831) 649-6444

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The mission of the

Development Executives Network
is to provide useful, high quality
programs and training, build a
sense of community among local
nonprofits, and provide members
and guests with the opportunity to
network with each other.

**Celebrating 25 years of support
for local nonprofits**

2008 DEN Member's Only Workshop

The program will focus on simple nuggets that you can use immediately:

- How to simplify your message
- How to identify prospects and how to ask for \$1million
- Build a plan to raise \$100K in 100 days
- How to engage prospective investors (donors)
- Why you should stop focusing on events and start focusing on major gifts
- Proven strategies to maximize your fundraising return-on-energy
- An approach to major gifts, planned giving and grants using a 'sales process'
- Ways to effectively leverage board members to support major gifts

Learn more about Tom Suddes and his *For Impact* message at www.forimpact.org

**Cost: One person per member organization can attend at no charge
\$40 per additional attendee from the same member organization.
\$60 for non-DEN members with reservation/payable at the door**

Coffee and Lunch included

RSVP required to attend
Your RSVP is a commitment to attend
Space is limited!
(No Shows will be billed for the expenses incurred)

RSVP by Wednesday April 30, 2008

Community Foundation for Monterey County Management Assistance Program

Goal Busters

Relationship building to advance the mission and vision of the fundraiser's organization in concert with an individual donor's passions, interests and priorities.

May 5, 2008, 1:00 PM – 3:00 PM

Fee: Free to AFP Members; \$25.00 Non-members. Box lunch available at 12:00 for \$10

Location: Community Foundation for Monterey County, 2354 Garden Road, Monterey

For more information or to register, contact Brenda Whitsett at 831-320-4471 or

whitgroup@razzolink.com

Building Your Board, Building Success

An effective board provides your nonprofit organization with leadership, governance, and connections to the broader community. How do you find those perfect board members? Attend this workshop and explore proven strategies to identify and recruit new board members, then integrate them effectively into your board. Organizations attending this workshop will be eligible for Board Member matching services through LeaderLink, a county-wide collaboration between the Community Foundation for Monterey County, Leadership Monterey Peninsula, and Leadership Salinas Valley.

May 6, 2008, 5:30 PM – 8:30 PM

Fee: \$ 45.00, includes a light supper.

Location: Shoreline Occupational Services, 249 10th Street, Marina

The No-Sweat Audit

Many organizations worry about an upcoming audit and possible changes in requirements. By planning ahead and following simple recommendations that could improve your financial management today, any organization can be well prepared for that next audit. This workshop will update organizations on the most recent audit requirements, provide tools for selecting an effective auditor, assist organizations in preparing for an audit, and help organizations take advantage of the learning provided by the audit process.

May 21, 2008, 10:00 AM – 12:00 PM

Fee: \$25.00

Location: 945 South Main, #207, Salinas

JOB ANNOUNCEMENTS...

www.developmentexecutivesnetwork.org

Catholic Charities of the East Bay in Oakland, CA Director of Development

This is an exciting opportunity for an experienced development professional to help make a critical difference in the lives of countless people every day. This role will allow you to lead/manage a high functioning development team and to ensure the agency's mission is achieved through planning, evaluating, and executing all fundraising/public affairs activities. Do you have a track record of forming powerful and high functioning relationships with both internal and external stakeholders?

RESPONSIBILITIES:

As the Director of Development, you will successfully meet an achievable fundraising goal through an established annual fund program, building/maintaining funding from institutional sources, expanding the planned giving program, and working with the board to develop/solicit new major donors. In addition, you will develop the department's annual budget and implement a comprehensive communications strategy.

QUALIFICATIONS:

The position requires a BA and 4+ years of development generalist experience coupled with strong project and people management skills. You must demonstrate a successful track-record for meeting fundraising goals, maintaining effective relationships with all stakeholders, and identifying strategies for increasing fundraising efficiency.

Send a resume and cover letter to
development@peopleANDsystems.com

Monterey Bay Aquarium Manager of Donor Relations

If your talents lie in establishing long lasting relationships with donors, this is the opportunity for you. This position will allow you to join a highly successful and focused team, while autonomously managing all aspects of a personal cultivation program. Reporting to the Director, you will conduct prospect identification, cultivation, events, donor recognition and regular/personal communication leading to increased donor retention and gift amounts/frequency. You will also collaborate with other development departments to increase support, contributions, planned gifts and build the membership/online programs to advance this multi-faceted fundraising effort. Your hands-on work will put you in a visible position for this recognized organization through extensive personal, and customer service-oriented communication with existing donors.

QUALIFICATIONS:

This position requires a BA, 3+ years of development experience coupled with strong communication skills and heavy experience working closely with donors. You must demonstrate a successful track-record maintaining donor relationships, research and identifying strategies for increasing fundraising efficiency is a priority. Candidates without fundraising experience WILL NOT be considered.

HOW TO APPLY:

Send a resume and cover letter to
GIVING@peopleANDsystems.com

JOB ANNOUNCEMENTS...

www.developmentexecutivesnetwork.org

Community Bridges, Santa Cruz, CA Grant Analyst/Trainee

Under general supervision of the Chief Finance Officer and in close cooperation with Program Directors, learns how to prepare, monitor, analyze, and revise program budgets; develop feasibility models based on financial projections; develops, prepares, and maintains a variety of internal reports related to the grants accounting and budgeting functions; performs related work as required.

Pick up job description and application at Community Bridges, 236 Santa Cruz Ave., Aptos, CA 95003. Contact Lorena Paniagua at 688-8840 ext. 200.

Elkhorn Slough Foundation Director of Development and Communications

ESF seeks an energetic fund raising leader who is interested in making a difference in the environmental health of the Central Coast and applying their expertise to this arena. The successful professional will plan and execute a growing, comprehensive annual fund raising program: major gifts, foundation and corporate grants, events, membership, planned giving and communications. Planned giving and capital campaign experience a plus. 5-7 years experience required. More info: www.elkhornslough.org. Send/Email cover letter and resume to Director Development and Communications Search: Elkhorn Slough Foundation, 4602 Fairway Drive, Soquel, CA 95073. Email: BeersteinAssociates@baymoon.com Fax: 831.476.5939. No phone calls.

Second Harvest Food Bank, Watsonville, CA Development Manager

Second Harvest Food Bank in Watsonville seeks an experienced Development Manager for immediate hire. The successful candidate will be experienced in marketing, fundraising, grant writing, and publishing.

Send cover letter, resume, request for application, and sample proposal you have written no later than May 9, 2008 to kathy@thefoodbank.org fax to 831-722-0435 or mail to Second Harvest 800 Ohlone Parkway Watsonville, CA 95076-7005

Walnut Avenue Women's Center Development/Communications Coordinator

This full-time hourly position manages and coordinates creative production, budgets, and funder/donor relationships for all fundraising efforts, including event, direct mail, online, and telephone fundraising. S/he will assist in expanding foundation grant solicitations; participate in other development marketing efforts including annual report, newsletter, and other similar materials. Maintains high ethical standards at all times; routinely shares information and works collaboratively with staff, volunteers, and other key stakeholders; ability to think critically, multi-task, and set priorities and complete projects in a timely, efficient manner. Excellent volunteer management skills are desired.

Apply to jobrienrojo@wawc.org.

JOB ANNOUNCEMENTS...

www.developmentexecutivesnetwork.org

Lyceum of Monterey County EXECUTIVE DIRECTOR

Our Board of Directors is seeking a well-rounded non-profit leader with 3-5 years experience managing a staff of five or more employees. Currently we have an opening for an EXECUTIVE DIRECTOR to manage two directors and oversee several coordinators and a part-time staff of 25 instructors. Our board works closely with our staff and is seeking a collaborative leader who will be open to new challenges. We are seeking an E.D. with an abundance of energy to lead our growing team! The preferred candidate will have 2-3 years of experience managing a budget of \$300 to \$500K, a general knowledge of QuickBooks with the ability to create both standard and custom financial reports on short notice. Candidate must also have the ability to work with our C.P.A. and Bookkeeper to develop a sound budget proposal each year based on previous experiences. An understanding of Accrual Basis Accounting is a big plus. Our candidate must be outgoing and already love networking, fundraising, public speaking, publicity, and marketing. In other words, She/He will be a fast-paced, people person who gets the job done! Ideally, our candidate will have experience overseeing K-12 educational programs. Our candidate should be prepared to prove his/her track record of bringing in \$100K - \$200K per year from your own grant writing and annual fund drive achievements. Capital campaign experience will be a big plus as we continue to grow. Our Executive Director will be an experienced program/project manager who is a great communicator, technically savvy, and have the ability and drive to hit the ground running. He/She will have experience networking in Monterey County. For more information, visit <http://www.lyceum.org>.

REQUIREMENTS

Belief in our mission to Inspire a life-long love of learning; Previous experience reporting to a Board of Directors; Ability to manage a budget of \$300-500K and an understanding of Accrual based accounting; K-12 Educational Non-Profit Experience or equivalent; Bachelor's Degree or equivalent experience; Ability to manage staff of 3-5 full-time and 25 part-time instructors; Proven experience in Grant Writing, Annual Fund and Donor appreciation events; 1 year of experience producing QuickBooks financial reports or equivalent; 1-3 years of experience tracking grant funds and writing final reports to donors; Ability to oversee the management of 3 major county-wide events; Proficient in Word, Excel, and PowerPoint; Interest and ability in learning new software programs; Demonstrated ability creating and maintaining key partnerships in a business setting; Experience hiring, retaining, and motivating staff, including offsite instructors; Superior public relations, marketing, and networking skills

Submit your resume via Craig's list confidential application process or MontereyBayJobs.com. Include a Cover Letter with your recent Salary History. Answer the following 2 questions: QUESTION A: Do you currently have over 2 years experience as an Executive Director at a non-profit? If not, please explain why you believe you are a match for this position. QUESTION B: Do you have a track record of obtaining over \$200,000 per year from your own grant-writing skills? If not, please explain why you still believe you are qualified for this position.

Professional Development Cont'd...

May 15 [Nonprofit Accounting Bootcamp](#)

This session covers nonprofit accounting essentials and is designed for executive directors, board members, and those seeking to improve their nonprofit financial literacy. Register now at www.canonprofits.org/

May 24 & 25 [The Fundamentals of Survey Design & Data Collection: Session 2](#)

The data from session 1 is transformed/reduced for entry into a specialized database for analysis. Participants will learn how to prepare and interpret lists, pie charts, and bar and line graphs. For more information, visit www.montereyresearchgroup.com
Please note, this workshop will be repeated on July 5 & 6

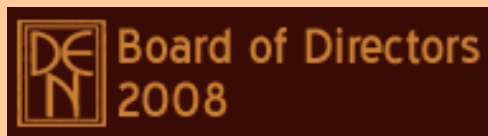
May 30 [The 501\(c\)3 Book Club: Death by Meeting](#)

Although written for the for-profit sector, nonprofit leaders can gain much from this book in helping them rethink the way they do business. For more information, visit <http://www.cfsc.org/page19639.cfm>

**SEND PHOTOS, WORKSHOP
INFORMATION, JOB OPPORTUNITIES
and SUGGESTIONS TO:**

lhollingsworth@montereyart.org

**by Friday, May 24 to get into
the *DEN UPDATE*
June 2008 Edition!**



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JOIN OR RENEW YOUR DEN MEMBERSHIP TODAY!

The mission of the Development Executives Network is to provide useful, high quality programs and training, build a sense of community among local nonprofits, and provide members and guests with the opportunity to network with each other.

www.developmentexecutivesnetwork.org

DEN Member Benefits

- Monthly **networking lunch programs** with stimulating speakers—discounted for member organization's staff and volunteers
- One FREE admission to the **DEN *Members Only* Workshop** May 9, 2008
- **Monthly Newsletter** listing program information, job opportunities and useful resources
- **Annual Membership Directory** including contact information for local organizations
- One free ticket to the festive **Holiday Luncheon** in December and a chance to win great door prizes!
- DEN's "**Welcome Wagon**"—when a new person joins the development staff in a member agency, we'll invite them to one free lunch meeting to learn about DEN

2008 DEN Membership

Please return this form along with your **\$60 membership** dues to:
DEN ♦ 484 Washington Street, #199 ♦ Monterey, CA 93940

Agency name _____

Contact person/title _____

Address _____

Phone _____ Fax _____

Email _____ Website _____

Membership dues are for the calendar year and are not prorated. Membership benefits are extended to all staff, volunteers, and board members for a participating organization EXCEPT for the Members Only Workshop and Holiday Luncheon, which are limited to one person per organization.