

# DEN Update

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## Take Five Steps to Better Donor Relations

A recent article in *Fundraising Success* magazine offers five lessons for building great donor relationships.

"Get Past the First Date with Donors" reports that nonprofits of all shapes and sizes struggle with retaining first-time donors. In the article, reporter Elizabeth Ricca writes that getting donors in the door is a big first step but that the "trick is to keep those donors engaged and inspired beyond the immediate crisis."

The article offers the following lessons for any nonprofit that is cultivating first-time donors:

- Say thanks. The best relationships start with mutual appreciation.
- Communicate appropriately. Be respectful—don't bombard donors with a slew of messages that will make them regret initiating the connection.
- Cultivate and educate. Know who your first-time donors are and send them messages that are appropriate to them.
- Report back. Tell new donors about the impact of their gifts and how you are putting all the support you get to good use.
- Be consistent. Every time you communicate with new donors, they should see and hear messages that reassure them it's you. Your organization's communications should sing with one voice.

To read the full article: [http://www.fundraisingsuccessmag.com/article/handle-things-wrong-you-might-end-up-just-one-night-stand-416112/1#utm\\_source=fundraisingsuccessmag.com&utm\\_medium=magazine\\_page&utm\\_campaign=current\\_issue\\_index](http://www.fundraisingsuccessmag.com/article/handle-things-wrong-you-might-end-up-just-one-night-stand-416112/1#utm_source=fundraisingsuccessmag.com&utm_medium=magazine_page&utm_campaign=current_issue_index)

**REMINDER: There is no DEN luncheon scheduled for July.**



## Mission

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.

## Contact:

Have an item you would like to include in a future DEN newsletter? Please email employment opportunities, professional development, photos, etc. to Stacy Dubuc at [sdubuc@spcamc.org](mailto:sdubuc@spcamc.org) by July 25th .

## Professional Development

### Motivational Interviewing, Intensive Introductory Training

Thursday, July 29th and Friday, July 30th from 9:00 AM – 5:00 PM, (Includes lunches)

Community Foundation for Monterey County: 2354 Garden Rd, Monterey

*\$100 per person for two day workshop and two lunches*

Motivational Interviewing (MI) assists in guiding individuals toward creating and sustaining behavior change. This training is especially useful for staff of agencies working with children and families facing domestic violence, neglect, or addictions. Organizations that are part of the Pathways to Safety Program as well as First 5 Funded Partners may register for free.

About the technique: With its focus on empathy, collaboration, acceptance, and the skillful use of reflective listening, MI practitioners can elicit clients' sense of their strengths, their inner motivation to change, their reasons for changing, their ways to achieve change, and their inner wisdom. In the process of doing so, MI practitioners can enter into a deeply respectful collaboration with their clients, without having to be the "experts" or bear the burden for client change. Presented by David MacBryde.

To register: <http://www.cfmco.org/index.cfm/id/251/MAP-Registration-Form/>

### Advanced Boardmanship: Beyond Roles & Responsibilities

Monday, August 9th 5:30 PM – 8:30 PM, (Includes dinner)

Shoreline Conference Center – 3rd Avenue and Imjin Parkway, Marina

To register, call 831.649.8252 or email to [info@leadershipmonterey.org](mailto:info@leadershipmonterey.org)  
*\$40 by August 5th or \$50 at the door / \$35 each for two or more from the same organization/\$30 for current LMP Alumni Association Members*

This three hour seminar is for those with some recent or past board experience who want to increase their understanding and skills in building a high performing board team. It offers a chance to look beyond roles and responsibilities to the structure and dynamics of the board. Participants may identify what is working, what is not working, and explore solutions for their particular organization. The event is offered jointly by MAP and Leadership Monterey Peninsula. Presented by Karen Csejtey, Executive Director of Leadership Monterey Peninsula. Also joining the workshop will be an experienced board member from our community who will share experiences and lessons learned from the front lines.



"Like!" the Development Executives Network on Facebook and share information about employment opportunities, upcoming events, etc.  
<http://bit.ly/9a11ZU>



# SAVE THE DATE

**Wednesday, September 15, 2010**

**"AFP's Fund Raising Day 2010:  
Branding, Building, Beyond the Norm! Innovative  
Fund Raising for Today's Market"**

This day-long inspirational seminar will be held at the beautiful Corral De Tierra Country Club featuring:

- Mark Rovner, Principal. Sea Change Strategies, Washington DC, with an overview of what is working on the internet at this moment;
- Colette Murray, CEO of Paschal Murray national executive search firm, re what it takes to get hired and move up today's ladder;
- Ann Goggins Gregory, Director of Knowledge Management, The Bridgespan Group, San Francisco, author "The Non Profit Starvation Cycle"

More details later...but get the day calendared, now --  
*Your professional knowledge-bank will be glad you did!*

# Employment Opportunity

## COMMUNITY FOUNDATION FOR MONTEREY COUNTY, DIRECTOR OF RESOURCE DEVELOPMENT

### General Description

The Director of Resource Development (DRD) provides leadership, strategic direction, oversight, coordination and priority setting for the Resource Development team to further the engagement and retention of current and prospective fund holders and to foster long-term relationships with the Foundation.

The DRD must be a sophisticated relationship-builder who is able to adapt his or her communication style to work effectively with a wide variety of internal and external stakeholders with multiple priorities, including the President/CEO, Board of Directors and other members of the senior leadership team, as well as a very diverse set of fund development prospects.

The Director of Resource Development is hired by and reports directly to the President/CEO. The main responsibilities of the position are working with the President/CEO and Board of Directors to create fund development partnerships that increase the assets of the Foundation and market the Foundation's services to donors, foundations, corporations, professional advisors and others. Based on the duties and responsibilities described below, this is an **exempt** position. The responsibilities of this position include but are not limited to the following:

- Resource Development Leadership
- Resource Development, Prospecting, Cultivation and Solicitation
- Professional Advisor Relationships
- Planned Giving
- Donor Relations
- Grant Proposal Writing and Reporting
- Organizational Management
- Special Assignments

### Qualifications

- At least five years of experience at the Director level leading development efforts in an entrepreneurial nonprofit environment.
- Bachelor's degree; Master's degree and/or CFRE desirable.
- Passion and commitment to CFMC's mission.
- Excellent judgment and initiative; strategic thinker; enthusiastic and entrepreneurial.
- Mature individual with ability to drive agenda forward by building strong internal partnerships with diverse groups of constituents.
- Proven experience and knowledge of the full spectrum of development, including planned giving, gift solicitations, stewardship, donor recognition and administration.
- At least five years of senior management and supervisory experience.
- Demonstrated success in networking to build creative and mutually beneficial business relationships within the corporate, public, and nonprofit sectors.
- Track record of working with corporate, foundation, individual, and government sources; proven ability to expand and cultivate donor relationships over time.
- Strategic, analytical approach combined with professionalism and charisma.
- Strong organizational skills, excellent writing skills and good public speaking skills.

### APPLICATION PROCEDURE

For full job description, please visit [http://www.cfmco.org/files/cfmc//Job\\_Opportunities/DRD\\_Job\\_Description\\_06-20101.pdf](http://www.cfmco.org/files/cfmc//Job_Opportunities/DRD_Job_Description_06-20101.pdf)

- Submit a cover letter and resume as to HR@cfmco.org with the position title "Director of Resource Development" in the email subject line.

## Employment Opportunity

### MONTEREY INSTITUTE OF INTERNATIONAL STUDIES, ADVANCES APPLICATIONS SPECIALIST

#### OVERVIEW

The role of the Advancement Applications Specialist ("Specialist") is to provide information and data-related support and services to enhance the fundraising and constituent support building capacity of the Advancement Office. The Specialist's general responsibilities include but are not limited to report writing, data entry and auditing, and technical and functional support related to the various tools utilized by Advancement. Through this, the Specialist will function as the department's authority on constituent data, its organization within the Institute's centralized database, and its effective use and dissemination. This is a full-time, non-exempt staff position.

#### DUTIES AND RESPONSIBILITIES

- Maintain a comprehensive understanding of the Advancement function in order to ensure the effective utilization of the various technological tools the department licenses
- Update and maintain all parts of constituent records in the database as needed to support the Advancement function
- Use the Institute's reporting tool, Hyperion, to execute the reporting activities of Advancement, including designing, running, and distributing a variety of reports and status updates as requested by the department's staff
- Run, maintain, and develop reports and queries to monitor the integrity of data stored in Banner
- Provide limited user technical support and functional understanding of computer applications to ensure availability and efficient use
- Collaborate with Middlebury colleagues to ensure accurate processing, receipting, acknowledgement, and reporting of MIIS-directed gifts
- Represent Advancement in the Middlebury Data Integrity Group, MIIS Banner Users' Group and other collaborative boards, committees, or initiatives where Advancement data may be affected
- Supervision of the part-time Information Services Specialist
- Additional responsibilities as requested by the Executive Director, Institutional Advancement

#### SUGGESTED KNOWLEDGE, SKILLS, AND ABILITIES

- Solid understanding of relational database systems and coding structures
- Knowledge of Sungard Banner and Oracle Hyperion or other BI tools
- Comfortable in various Windows environments (XP, Vista, 7)
- High-level proficiency in Microsoft Office, especially Excel
- Organization, prioritization, judgment, and problem-solving skills
- Excellent knowledge of correct English grammar, spelling, and punctuation
- Attention to detail and strong interpersonal, communication skills
- Ability to work effectively in team and individual settings
- Ability to adhere to strict privacy and confidentiality rules

#### QUALIFICATIONS:

The successful candidate will have an Associate's degree (Bachelor's preferred) plus minimum one year experience in reasonably related field, or combination of experience and education totaling three years.

MIIS is an EEO/AA Employer

For more information and to apply, visit

[https://middlebury.igreentree.com/CSS\\_MIIS\\_Staff/CSSPage\\_JobDetail.ASP?T=20100705140523&](https://middlebury.igreentree.com/CSS_MIIS_Staff/CSSPage_JobDetail.ASP?T=20100705140523&)

## Employment Opportunity

### AMERICAN RED CROSS MONTEREY BAY AREA CHAPTER, DIRECTOR OF FUND DEVELOPMENT

#### I. Position Summary:

Working with a development team, the Director of Development plans, organizes, implements and evaluates a comprehensive, diversified fund development plan for the organization with an end goal of positioning the American Red Cross as a primary organization in the Monterey and San Benito Counties' philanthropic marketplace. The position provides leadership to the Development team and is responsible for significant revenue generation.

#### II. Major Responsibilities:

- Leads strategic and tactical planning efforts and creates a comprehensive and diversified fund development plan with goals for the total development program; including major gifts from individuals, foundations and corporations, federated campaigns, direct mail campaigns, special events, grants and planned giving programs
- Keep CEO actively scheduled with face to face visits to individual major donor prospects and engage board members and other key staff members in fundraising efforts, as appropriate
- Facilitate and support Board Development Committee
- Supports the Chair of the Development Committee and the Board Chair in conducting the Annual Board Campaign to maximize board personal contributions and motivate them to serve as fundraising agents of the organization.
- Personally manages a portfolio of individual and corporate prospects/donors (based on PDP) with the capacity of making major annual gifts.
- Provide Board, CEO and other development staff monthly reports to facilitate effective donor cultivation
- Develop and implement effective plans for cultivation and solicitation of prospects and keep a regular schedule of in person visits
- Designs tracking and monthly reporting processes to effectively monitor progress against goals
- Provide effective training and engagement of board members, staff and other volunteers in the fundraising activities of the Chapters
- Mine the donor database to Identify and match each donor's ability and willingness to support the chapter with appropriate programs and priorities for annual unrestricted gifts for chapter operations and strategic initiatives. Ensures that "best ask" strategies are utilized consistently within an effective, well-developed moves management program
- Develop and execute a donor stewardship program, including Clara Barton, Legacy Society and other donor events.
- Identifies target list of family and corporate foundations whose giving strategies align with chapter needs and create and submit grant applications to those institutions.
- Work directly with Planned Giving Officer to facilitate planned gifts and major donor development and coordinate Legacy Society program and recognition.
- Partner with development staff at NHQ to develop coordinated ask strategy embodying international, national and local interests, where appropriate.
- Participates in the development and implementation of a Disaster Fundraising Action Plan (DFRAP) related to garnering the support of individual donors and foundations following significant disasters.

**To Apply: Please Send Cover letter and Resume to:**

**Development Position  
American Red Cross  
Monterey Bay Area Chapter  
P.O. Box AR  
Carmel, CA 93921  
or**

**For full job description or to apply, e-mail: [Duncant@ARCmontereybay.org](mailto:Duncant@ARCmontereybay.org)**

# Employment Opportunity

## **CASA OF MONTEREY, CHIEF DEVELOPMENT OFFICER**

The Chief Development Officer holds primary responsibility for the implementation and evaluation of the agency's fund development plan, as well as the ongoing creation of long-term fund development strategies. The Chief Development Officer provides direction, research, and strategies to maximize potential of all aspects of the fund development plan including but not limited to: existing and new grant opportunities; major gifts, annual and capital campaigns; and special events. The Chief Development Officer supervises administrative aspects and/or personnel necessary to ensure success of events and campaigns, and ensures the program operates in compliance with highest standards of practice relative to donor cultivation, recognition and stewardship.

### **Knowledge, Skills, and Abilities**

#### **Documented Fund Development Skills and Experience:**

Must have 5+ years experience leading successful fund development campaigns and activities as listed below.

1. Major gift cultivation and solicitation
2. Special Event management
3. Grant Writing
4. Volunteer management
5. Non-profit governance
6. Planned Giving

#### **Superior interpersonal skills:**

Interface with broad constituent of donors, volunteers, and board members in an mature, responsive, and sophisticated manner

#### **Excellent technical skills:**

1. Project management
2. Organizational and planning
3. Writing skills
4. Knowledge of emerging technological tools as they relate to fundraising

### **Requirements**

#### **Education, Experience and Certifications:**

1. Minimally five years serving in a leadership Development position;
2. Bachelor's Degree or higher; CFRE or comparable certification preferred;
3. Active professional affiliation (e.g. AFP); documented ongoing professional development and continuing education

#### **Applicant Requirements:**

- Must present portfolio of actual campaign targets and outcomes, spanning minimally five years
- Must provide portfolio of collateral developed; grant narratives, and case statements
- Provide details of past work experience with % of time focused on primary fund development skill areas listed above

Other: Criminal justice fingerprint clearance required prior to commencing employment Valid driver's license and auto insurance coverage Employment is contingent upon completion the CASA training program within 90 days of hire

**To Apply:** Submit cover letter and resume by email to [Siobhan@casamonterey.org](mailto:Siobhan@casamonterey.org) or via mail to Siobhan Greene, Executive Director, CASA of Monterey County, 201 Monterey-Salinas Highway, Suite F, Salinas CA 93908. No phone calls, no faxes.