

The monthly  
publication of the  
Development  
Executives  
Network

# DEN Update



this issue

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## The Community Foundation for Monterey County A Look Ahead

Dan Baldwin, the new President/CEO of the Community Foundation for Monterey County, will give his perspective on the future direction of the Community Foundation and how the Foundation will continue to partner with the nonprofit community. Dan was the President/CEO of the Greater Cedar Rapids Community Foundation in Cedar Rapids, Iowa from 2002 February 2010. From 1996-2002, he was President/CEO of the National Czech & Slovak Museum & Library in Cedar Rapids.

The Community Foundation welcomed Dan Baldwin as the new President/CEO of the Foundation effective May 1. Baldwin has been on staff in Monterey since mid-March. Todd Lueders, former President/CEO of the Community Foundation for Monterey County, retired April 30, 2010 after nearly 30 years as the senior staff member of the Foundation.

**Friday, June 18, 2010**

**Noon**

**Tarpy's Roadhouse, Monterey**

**\$25 Members/\$35 Non-Members**

For more info contact Lauren Cohen at [Lauren@MyMuseum.org](mailto:Lauren@MyMuseum.org)  
(831) 649-6444 x203



## 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 June 25th .

## Professional Development

### Partnering With Businesses (Clinic)

**Wednesday, June 2nd 1:00 PM – 3:00 PM, \$25**

Quadrangle, 1000 S Main Street, Room 112, Salinas

Businesses benefit from the many services nonprofits provide by enjoying a healthy, functioning community. Learn to partner with local businesses in ways that help both the business and your nonprofit. Fund development experts with many years of success representing a variety of nonprofit fields will discuss their experience in developing business partnerships. Then hear from the local business community what they look for in a partnership with nonprofits. Join us for a valuable and lively discussion, and bring your questions! Panel members include Jim Bennett, Ted Elisee and Tiffany DiTullio.

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



## Find the Development Executives Network on Facebook!

<http://www.facebook.com/#!/pages/Development-Executives-Network/121449241204311>



**Renew your DEN membership for 2010!**

[http://developmentexecutivesnetwork.org/den\\_membership\\_10.pdf](http://developmentexecutivesnetwork.org/den_membership_10.pdf)

# Employment Opportunity

## HOSPICE FOUNDATION, DIRECTOR OF FUND DEVELOPMENT

Join Hospice Foundation in its second decade as it meets the challenge to raise an increased level of funds for hospice and end of life services grants to non-profit organizations in Monterey and San Benito counties, and to support end of life community education and advocacy programs.

**Position Summary:** Reporting to the President/CEO, the Director of Fund Development for Hospice Foundation is responsible for attracting, educating, securing and nurturing donors from diverse constituencies through a variety of fund development methods. As a leader with responsibility for setting the strategic direction and priorities for fund development and implementation, major duties include designing and executing the Foundation's direct mail program; relationship-building with current and potential donors; public speaking; preparation of proposals; and other activities related to fund development and fundraising. The responsibilities of this exempt position include but are not limited to the following:

- Formulate and update objectives and activities relating to a comprehensive plan for donor acquisition, development and solicitation for incorporation into the Hospice Foundation strategic plan.
- Create, implement and oversee the annual comprehensive fund development and fundraising plan.
- Evaluate, manage and strategically employ internal and external development tools, resources and training to facilitate best practices for Hospice Foundation.
- Participate in recruiting and retaining donors over the long term, including but not limited to correspondence, presentations, speaking to the public, meeting with prospective and current donors, arranging donor meetings with board members, meeting with professional advisors, and representing Hospice Foundation at public events.
- Identify funding sources, and prepare and submit gift and sponsorship proposals.
- Establish/update/oversee strategy and standards for donor engagement and relations.
- Guide volunteer efforts supporting donor development and fundraising.
- Participate in developing the annual operating budget and collaborate with staff and volunteers in other team projects.
- Provide or facilitate development and fundraising training for staff and volunteers.

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

- Minimum education level of Bachelor's degree from accredited institution; CFRE desirable.
- Minimum of 5 years of proven successful non-profit fund development track record at the Director level including donor recruitment, planned giving, gift solicitations, stewardship, donor recognition and administration.
- Excellent verbal/written communication and interpersonal skills, including public speaking.
- Solid organizational, analytic, planning and project management skills; strategic and creative thinker with a positive perspective.
- Ability to relate in a mature and professional manner with a diverse constituency.
- Ability to work independently, to multi-task, to operate effectively and thrive in a team-oriented work environment.
- Strong belief in the Hospice Foundation Mission.
- Proficiency with Microsoft Office Suite. Familiarity with Raiser's Edge software.
- Expertise in Internet-based research.

Applications accepted until the position is filled.

Salary is commensurate with experience. Benefits are available following the introductory period.

Please send cover letter and resume in confidence to:

Alice Kinsler, President/CEO, Hospice Foundation, PO Box 1798, Monterey, CA 93942  
Hospice Foundation is an equal opportunity employer and supports diversity in our workplace.

# Employment Opportunity

## **FOOD BANK FOR MONTEREY COUNTY, DEVELOPMENT ASSISTANT**

Reports to: Development Director

PT/up to 24 hours per week

Basic Function: Under the supervision of the Development Director, the Development Assistant is responsible for administrative support of the development department as described below:

### **Duties**

#### **Maintain donor database**

- Timely, accurate data entry of donor gifts
- Maintaining donor database according to written protocol
- Researching telephone numbers for donors without one on record
- Researching addresses for donors for returned mail
- Assisting with monthly giving club database maintenance, correspondence, and hardcopy files
- Generating standard donation reports

#### **Donor Correspondence**

- Issuing donor thank you letters using mail merge
- Issuing special donor correspondence such as greeting cards for gifts honoring others, and fulfilling information requests regarding the Food Bank's monthly giving club
- Making thank you phone calls to donors
- Issuing follow-up letters on default credit cards
- Maintaining stationery count

#### **Direct Mail**

- Preparing in-house mailings
- Distributing press releases
- Checking balance in bulk mail account

#### **Communications**

- Assisting with press and mailing logs' maintenance
- Making press packets

#### **General Administrative Support for Development Activities**

- Assisting with assembling materials for grant proposals
- Assisting with maintaining hardcopy files pertaining to grant applications and awards
- Obtaining vendor quotes as needed
- Obtaining donor recognition materials

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

- Clearly, effectively and professionally communicates by telephone, email, and in writing using standard business English
- Abides by Food Bank for Monterey County's Confidentiality Policy
- Learns and properly uses donation processing software to generate standard donation reports, export files, and generate mail-merge documents
- Uses office equipment such as networked computers, copiers, postage machines and fax machines
- Establishes and maintains friendly and professional working relationships with donors and staff
- Communicates and works effectively and tactfully with Food Bank management, co-workers, and the public including donors and clients in face-to-face, one-on-one and group settings to create a positive workplace environment and to present a positive public image
- Demonstrates sensitivity to issues concerning diverse cultures and people
- Demonstrates ability to take initiative and, after completion of initial training, ability to work with varied amount of direct supervision
- Possesses sound professional judgment
- Demonstrates a proactive approach
- Has hearing and vision within normal ranges