

The monthly
publication of the
Development
Executives
Network

DEN Update

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this issue

Professional Development **P.2-4**

Employment Opportunities **P.5-7**

The Annual Appeal Letter: Go from Good to GREAT!

Barbara Beerstein will offer ten tips to increase annual appeal letter results, discuss list segmentation -- does "one size fit all?" -- and the "look" (white space, graphics, etc). There will be time for group discussion. Barbara has more than 30 years experience as both a staff member and consultant to non-profit organizations nationwide. Her specialties include collaborations, major gifts and annual fund, capital and endowment campaign counsel, developing strategic advancement plans and conducting feasibility studies. She holds the M.B.A. in Not-for-Profit/Arts Management with a concentration in marketing/ finance from the Anderson Graduate School of Management, University of California at Los Angeles.

Friday, September 17

Please arrive by 12 noon so we can start promptly

Tarpy's Roadhouse, Monterey

\$25 for DEN members/ \$30 for non-members



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 by September 25th .



AFP Monterey Bay Chapter presents

2010 Fundraising Day: Building, Branding, Beyond the Norm

Wednesday, September 15
8:30 a.m. to 3:30 p.m.
Corral de Tierra Country Club

Featured speakers include Mark Rovner, Sea Change Strategies, Washington DC, on "Fund Raising and Connecting with Donors on the Internet;" Collette Murray, Paschal Murray, Indio, CA, on " Latest Trends in Development Careers: Re-brand Yourself for this Decade," and Ann Goggins Gregory, The Bridgespan Group, San Francisco CA and Boston MA, on "The Nonprofit Starvation Cycle: Turning the Vicious into the Virtuous ." Speakers will also participate in a panel discussion giving attendees a chance to further discuss the issues.

Pre-registration is required by contacting Kris Edmunds at 831-373-4438 ext 128 or at kris@york.org. Registration fee of \$75 for AFP members and \$90 for non-members includes conference participation, breakfast, luncheon and conference materials.

Community Foundation for Monterey County Workshops

Building and Managing a Successful Volunteer Program

Thursday, September 16th from 9:00 AM – Noon, \$30

Life Foundation (formerly the Quadrangle Building), Suite 302B upstairs – 1000 South Main Street, Salinas

Volunteers play a key role in the nonprofit sector, and successful organizations utilize a strategy to build and sustain vital volunteer program. Gilda Estrada, Manager of Volunteer Programs at United Way Monterey County, offers nonprofit staff and community groups an opportunity to develop plans to recruit and work effectively with volunteers.

Quick Steps to Strategic Communications

Monday, September 27th 1:00 PM – 5:00 PM, \$30 for one of series, \$50 for both

National Steinbeck Center, Santa Rita Room – One Main Street, Salinas

Offered as Part 1 of a two workshop series. Part 2 is October 27, "Aligning Your Social Media Strategy with Your Communications Strategy Featuring Beth Kanter." (This workshop may also be taken as a stand alone).

This workshop made possible in part by the David and Lucile Packard Foundation.

The workshop will provide you with a streamlined process to pinpoint a communications strategy that can help save you time, energy, and funds. Come with one of your organizational goals that involves communication to any audience. Then work with expert Dan Cohen to develop a communications plan that will help you reach your goal.

Introduction to Grant Proposal Development

Wednesday, October 13th from 1:00 PM – 5:00 PM, \$45

Community Foundation for Monterey County office, 2354 Garden Rd, Monterey

Great for both beginning and intermediate grant seekers this workshop provides foundational tools to create successful grant proposals. Topics include Planning for Success, Key Components of a Successful Proposal, and What Funders Want to See. Practical exercises will help you develop the key components of your proposal. Presented by Joy Rubey.

Exceeding Your Fundraising Goals through Effective Donor Cultivation (AFP)

Monday, October 25th from 1:00 PM – 3:00 PM, Free for AFP members and \$25 for all others

Community Foundation for Monterey County office, 2354 Garden Rd, Monterey

Registration for this event is not available online. To register, contact Brenda Whitsett at whitgroup@razzalink.com.

Contributors of all dollar amounts want you to develop a relationship with them before you ask for a gift. But how do you manage the cultivation process? What are creative ways to get potential donors involved with your cause? Presented by AFP Master Teachers, Alice L. Ferris and James Anderson, the GoalBusters.

Community Foundation for Monterey County Workshops (cont'd)

Aligning Your Social Media Strategy with Your Communications Strategy

Wednesday, October 27th 1:00 PM – 5:00 PM, \$30 for one of series, \$50 for both

National Steinbeck Center, Santa Rita Room – One Main Street, Salinas

Offered as Part 2 of a two workshop series. Part 1 is September 27, "Quick Steps to Strategic Communications" (May also be taken as a stand alone for those organizations with an existing communications plan).

This workshop made possible in part by the David and Lucile Packard Foundation. Join social media expert and trainer Beth Kanter, CEO of Zoetica and author of *The Networked Nonprofit*, for this interactive strategy workshop. An integrated social media strategy can help your organization spread your advocacy messages, attract new people, and increase awareness of your brand throughout the community. Your nonprofit will leave armed with many insights and practical tips to get powerful results.

Grassroots Fundraising (in Spanish)

Saturday, November 6 from 1:00 PM – 4:00 PM, Free for Neighborhood Grants Program Grantees and Poder Popular groups and \$20 for all others.

Police Department Community Room, 109 4th St, (at Belden), Gonzales

In this workshop, we will explore the many ways small, community-based organizations can raise money to support their activities. You will develop the key messages that can be used to solicit support from neighbors, businesses and funding organizations. Simultaneous English/Spanish interpretation is available to facilitate communication between all participants. Presented by Community Foundation staff: Aurelio Salazar, Jr. and Kaki Rusmore.

Board Seminar: Leadership in Changing Times

Monday, November 15th from 5:30 PM – 8:30 PM (includes dinner) \$40, \$30 for each additional person from same organization

Community Foundation for Monterey County office, 2354 Garden Rd, Monterey

How can your organization stay true to its mission and values while being flexible and nimble in the changing marketplace? How can your organization make good strategic decisions? Susan Misra of TCC Group will provide an overview of adaptive capacity, key frameworks and tools that can help you as you navigate the rapids of organizational change, and examples of successful adaptive leadership.

SAVE
THE
DATE

DEN HOLIDAY PARTY

FRIDAY, DECEMBER 3RD
MONTRIO BISTRO

DEN Annual Holiday Luncheon free for one person from each member organization; \$30 for all additional members/guests. Prizes, networking and a perfect launch to the holiday season.



Employment Opportunity

ELKHORN SLOUGH FOUNDATION, DEVELOPMENT AND COMMUNICATIONS MANAGER

Elkhorn Slough is the state's largest tract of coastal marsh outside of San Francisco Bay. It is an internationally known wildlife reserve and a focus of cutting edge research and conservation. The Elkhorn Slough Foundation owns and manages 4,000 acres of conserved lands in the slough. For more information or to apply visit www.elkhornslough.org

Primary Responsibility: Assist and work in conjunction with the Director of Development and Communications on ESF's fundraising activities for membership, major donors, foundations and corporations, as well as all communications, newsletter, and media relations efforts. Specific duties include:

Fundraising

- Assists with grants and other funding opportunities from Foundations and corporations including researching potential opportunities, writing proposals, developing grants calendar, tracking submissions and writing project end reports.
- Provides back-up support and assistance for Grants Manager with government grant processing and tracking.
- Supports direct mail and electronic campaigns, including designing, drafting, and editing mail and reply pieces, generating mailing lists, coordinating with printers, mail house, and other vendors.
- Assists in membership events including invitations and publicity, coordination with other staff, vendor and venue contact, tracking guests, analyzing financial benefits, and hosting at events.
- Supports all efforts to generate contributed revenue through the creation of new membership programs, events, and sources.

Communications

- Responsible for the production of print newsletter, *Tidal Exchange*, and monthly e-newsletter, *Slough Buzz*, including generating story ideas, writing and editing copy, collecting photos, designing layout and coordinating with printer or uploading content to Constant Contact.
- Maintains Elkhorn Slough Foundation Facebook page keeping it fresh with new posts and generate interaction.
- Works with web staff to ensure latest news is posted on site, as well as to expand information available on www.elkhornslough.org.
- Coordinates media outreach including writing and distributing press releases, collecting published articles, and measuring response to press outreach.
- Manages photo contest and calendar production including soliciting photo entries, photo selection, calendar design and print oversight.

Administrative

- Maintains membership database including data entry, generating renewals and acknowledgment letters, and other related activities.
- Seeks efficiencies in data management including coding system, online sales management, and data integrity
- Provides lists and reports to generate and track fundraising efforts including weekly and monthly deposit reports, grant report tracking, mail response rates, and segmentation of lists for fundraising mailings.
- Supports invoice payment and budget tracking
- Helps coordinate merchandise and marketing for on-site and online bookstore.
- Assists with special projects as necessary

Qualifications:

- At least 2 years experience working with fund development (grants or membership) in a nonprofit setting.
- Previous grant writing experience required.
- Familiarity with or ability to quickly learn new computer programs including online database management and online communications software. Attention to detail and accuracy in typing are required.
- Ability to write in a variety of styles and good proof reading skills are essential.
- Strong skills in Microsoft Office with experience using mail merge. Skilled in graphic design using Adobe Photoshop and InDesign.
- Excellent interpersonal and customer service skills. Ability to work effectively as a team member as well as to take independent initiative.
- Interest in and passion for conservation.
- Bachelor's degree in communications, marketing, or related subject a plus.

Employment Opportunity

MONTEREY PENINSULA COLLEGE, DEVELOPMENT ASSOCIATE

JOB SUMMARY

Under the direction of the Executive Director of the Monterey Peninsula College Foundation, the MPC is part of the team in grant research, writing and reporting of foundation and corporate funding sources. Assists in stewardship activities, campaigns and special events, and other writing responsibilities as needed.

MAJOR RESPONSIBILITIES

Foundation and Corporate Funding Sources

- Research and identification of foundation and corporate prospects
- Active participant developing foundation and corporate proposals including proposal preparation, evaluation and reporting
- Assist with college faculty and staff in articulating case and managing grants
- Initiate opportunities for faculty, administrators and deans to interact with corporate and foundation sources to support the college

Board of Directors; Foundation Committees

- Maintain a thorough working knowledge of the Foundation, donors, campaign activities and sources of revenue
- Attend meetings as needed

Campaigns

- Part of the team responsible for developing strategies and managing campaigns to include the annual fund campaign

Publications

- Proof read all Foundation publications and serves as one of several writers for the Annual Report and press releases

Special Events

- Assist with special events such as Foundation-sponsored lunches, tours, lectures, retreats, receptions, and other events as needed

Donor Management

- Assist with advancement operations at all levels including formation and information for donor records and database

EMPLOYMENT STANDARDS

Experience

- Two years of experience with grant writing for a non-profit institution, preferably an educational institution.
- Experience working with community volunteers and board members

Abilities

- Ability to: communicate effectively both orally and in writing; independently carry out oral and written instructions; maintain security and confidentiality of records and information; independently compose correspondence and other written materials; efficiently use a variety of word processing, spreadsheet and/or database programs to create/produce letters, reports, spreadsheets and other documents as needed; research, compile, analyze, interpret and prepare a variety of reports; use appropriate and correct English grammar, spelling, and punctuation; demonstrate an understanding of, sensitivity to and appreciation for, the academic, ethnic, socio-economic, disability and gender diversity of students and staff attending or working on a community college campus.

28 -32 hours weekly. Occasional evening or weekend hours. Please send a cover letter, indicating how qualifications and employment standards are met, a current resume, writing samples, three references and salary requirements to:

Robin Venuti, Executive Director
MPC Foundation
980 Fremont Street
Monterey, CA 93940
rvenuti@mpc.edu

Employment Opportunity

EASTER SEALS CENTRAL CALIFORNIA, DIRECTOR OF DEVELOPMENT

SUMMARY: To develop and successfully implement a comprehensive development program including major gifts from individuals, foundations and corporations, annual giving from all sources, research, data entry, gift processing and acknowledgments, stewardship, marketing and communications and support of the grant writing process.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following duties are essential functions; that is, they are directly related to the need for the position. There may be additional responsibilities and expectations.

1. Assess, design and develop a comprehensive plan for department development and expansion in accordance with the organization's mission and strategic plan.
2. Provide positive and proactive leadership, mentoring and supervision for all employees of the Development Department.
3. Develop and attain agreed upon dollar goals for all aspects of comprehensive development, as well as the non-dollar goals for each of the comprehensive development units.
4. Work with CEO to gather Board gifts and to engage Board members as appropriate in fund development activities.
5. Collaborate with all ESCC programs and administrative departments to understand the organization and its needs, relay information successfully, keep all stakeholders informed, and elicit cooperation and participation in Development events.
6. Originate high-level and professional correspondence and personal contact and relationship building with donors, community and government bodies, professional organizations, referral sources and clients as appropriate.
7. Oversee the branding of ESCC and the communications, marketing and graphic design projects for the organization.
8. Design and manage annual department budget to achieve budgetary goals. Work closely with Finance Department to ensure accuracy of Development information, availability of analytical data, and efficiency of working relationship.
9. Use the database and other tools to enter data, research prospects and approaches and contribute to the complete history of donors in the ESCC region.
10. Assure that safety program and security procedures are carefully observed to reduce work-related injuries. Determine appropriate action beyond guidelines, reporting potentially unsafe conditions.
11. In addition to departmental functions, is a member of the Leadership Team and takes part in various projects and committees to support the overall organization.

For full job description, qualifications and application information, please visit

http://centralcal.easterseals.com/site/PageServer?pagename=CACN_job_opportunities