

# DEN Update

The monthly publication of the Development Executives Network

## Board of Directors

**President: Michelle Lange**  
Monterey Symphony  
[mlange@montereyartsymphony.org](mailto:mlange@montereyartsymphony.org)

**VP Membership:  
Alexandra Matei**  
HSBC Card and Retail Services  
[alexandra.g.matei@us.hsbc.com](mailto:alexandra.g.matei@us.hsbc.com)

**Treasurer: Kit H. Franke**  
[kitfranke@gmail.com](mailto:kitfranke@gmail.com)

**Program Committee:  
Cathy Lindstrom**  
Fdn for MtryCnty Free Libraries  
[director@fmcfl.org](mailto:director@fmcfl.org)

**Jennifer Martinez**  
CSU Monterey Bay  
[Jennifer\\_martinez@csumb.edu](mailto:Jennifer_martinez@csumb.edu)

**Shirley Coly**  
Monterey Institute  
of International Studies  
[shirley.coly@miis.edu](mailto:shirley.coly@miis.edu)

**Kathryn Hart**  
Community Foundation  
for Monterey County  
[Kathryn@cfmco.org](mailto:Kathryn@cfmco.org)

**Newsletter: Anna Dudney**  
Monterey Institute  
of International Studies  
[adudney@miis.edu](mailto:adudney@miis.edu)

**Registration: Lauren Cohen**  
MY Museum  
[lauren@mymuseum.org](mailto:lauren@mymuseum.org)

**Members Only Workshop:  
Stacy Dubuc**  
SPCA  
[sdubuc@spcamc.org](mailto:sdubuc@spcamc.org)

**Philanthropy Day Co-Chair:  
Shari Hastey**  
Community Partnership for Youth  
[respect@cpy.org](mailto:respect@cpy.org)

**At Large: Sue Dewar**  
[sumacdewar@aol.com](mailto:sumacdewar@aol.com)



## this issue

February Luncheon **P.1**

Professional Development **P.2**

Employment Opportunities **P.3**

Membership Renewal Form **P.7**

## February DEN Luncheon Program

### Social Media 101-B : Strategies for Engaging Stakeholders

Your nonprofit can use all of the supporters it can get, so how can you use social media to engage current and attract new supporters? You've got some basics, but what combinations of strategy and tools produce results and dollars? We'll answer these and other related questions to help you navigate the world of social media. This session is most appropriate for those with a basic understanding of social media, but novices are welcome, too. Presented by nationally known online strategist John Kenyon.

**JOHN KENYON** is a nonprofit technology educator and strategist who's worked exclusively with nonprofits for over 20 years providing advice, teaching seminars and writing articles. Every day he teaches nonprofits about using technology strategically because he knows it can help their organizations operate more effectively and efficiently. John authored the chapter "Effective Online Communications" in the book *Managing Technology to Meet your Mission* (Jossey-Bass/Wiley, 2009). He is a member of the Executive Consultants Select Group at the Alliance for Children and Families and an adjunct professor at the University of San Francisco. John has been a featured speaker across the US, England, Australia and online.



[www.johnkenyon.org](http://www.johnkenyon.org)  
[linkedin.com/in/johnakenyon](https://www.linkedin.com/in/johnakenyon)  
twitter @jakenyon



## 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 Anna Dudney at [adudney@miis.edu](mailto:adudney@miis.edu) by February 25th.

**REMINDER:** 2011 Memberships are due! Please use the form at the bottom of this newsletter and mail it in today. Membership fees are for the calendar year and are not pro-rated.

For more information, please contact Alexandra Matei, VP Membership, at [alexandra.g.matei@us.hsbc.com](mailto:alexandra.g.matei@us.hsbc.com)

## Professional Development

### Community Foundation for Monterey County Winter/Spring 2011 Workshops

#### Monthly

##### Board Chair Brown Bag Lunch

Ongoing - no registration necessary

Community Foundation for Monterey County, 2354 Garden Road, Monterey

#### January 11, 2011 (and 2<sup>nd</sup> Tuesdays through June)

##### Executive Directors' Breakfast

8:00 - 10:00 AM

Community Foundation for Monterey County, 945 S Main Street, Suite 207, Salinas

#### January 28, 2011

##### Mapping Social Networks with NodeXL: Finding Direction in a Sea of Connection

9:00 AM - 5:00 PM

Hartnell College, 411 Central Avenue, Call Building Room 208, Salinas

#### ~~February 21, 2011~~ Rescheduled date TBA

##### Get Ready for Grantseeking with an Introduction to the Foundation Directory Online\*

10:00 AM-Noon

Steinbeck Branch of the Salinas Library, 350 Lincoln Avenue, Salinas

#### March 3, 2011

##### Maximize the Power of Your Budget (Nonprofit Finance Fund)\*

1:00 - 4:00 PM

Castroville Branch, Monterey County Free Libraries, 11160 Speegle St, Castroville

#### March 17, 2011

##### Recruiting Your Best Board Yet

5:30 - 8:30 PM

Marina Branch, Monterey County Free Libraries, 188 Seaside Circle, Marina

#### April 13, 2011

##### Board Seminar: Secrets of Successful Board Members

5:30 - 8:30 PM

Community Foundation for Monterey County, 2354 Garden Rd. Monterey

For more information about these professional development opportunities offered by the Community Foundation, please contact Susie Polnaszek, Program Associate, Community Foundation for Monterey County, at 831.375.9712 x138

# Employment Opportunities

## Easter Seals Central California

### Walk With Me Coordinator

Job Title: **Walk With Me Coordinator**

Reports to: **Development Director**

Location: **Various sites from Santa Cruz, Monterey Areas**

Schedule: **Various Times**

Full or Part Time: **Part-time, Temporary**

Date Posted: **January 6, 2011**

### Summary

The Walk with Me Coordinator is responsible for providing support to the Development Director in order to ensure a smoothly functioning and successful Walk With Me Monterey.

### Essential Duties and Specific Responsibilities

- Manage Walk With Me expenses within the budget
- Assist Development Director in the recruiting of Walk With Me committee members
- Plan committee meetings and preparation of materials
- Serve as main contact for all Walk participants incl. donors, walkers, sponsors, vendors, volunteers, etc.
- Work with Development Director to recruit and manage Walk Corporate Chair & Honorary Chair to recruit large teams of walkers from area's largest employers
- Recruit and manage Walk Ambassadors, scheduling Ambassadors at all committee meetings
- Execute Walk media outreach by recruiting local media partners
- Coordinate all Walk Day logistics (route, checkpoints, entertainment, food, refreshments, volunteer support, program, permits, etc.)
- Coordinate and order all collateral materials
- Organize Honorary Walk Chair breakfast logistics, with attendees representing area's largest corporate employers approximately 8 months prior to Walk Day to recruit corporate sponsors and corporate teams
- Conduct follow-up phone calls to secure strategy meetings with all breakfast attendees and those who could not attend to assist Development Director in securing corporate sponsorship and develop the strategy for building a large team
- Organize kick-off event approximately 6 weeks prior to event
- Conduct follow-up phone calls with all Walk Team Captains on an ongoing basis to ensure progress toward their goals
- Coordinate post-Walk awards reception to take place 4-6 weeks post-Walk (casual event for committee)
- Participate in regular progress report meetings with Development Director
- Conduct participant communication, through National email blasts
- Periodically update event Web site by submitting content to Kelly Moran at National
- Continuously maintain accurate computer files and event lists
- Recruit Volunteers for kick-off event, Walk set-up and Walk
- Secure in-kind donations for a variety of Walk needs, including but not limited to: drinks, gift bags and giveaway items, fruit, food, children's games, raffle items, etc.
- Ensure that Easter Seals Central California is compliant with all Walk With Me rules and regulations as provided by National

## **Requirements**

- Strong verbal and written communication skills
- Strong computer skills, including Microsoft Word, Excel and Internet
- Solid experience leading and managing volunteers
- Strong presentation skills
- Ability to work collaboratively with a diverse group of people
- Detail oriented and well organized
- Ability to adhere to timelines
- Ability to multitask in fast-paced environment
- High school diploma or general education degree (GED)
- DOJ fingerprint clearance, valid driver's license, reliable personal vehicle, valid automobile insurance, clean driving record
- Special Event experience required and Fundraising experience preferred

## **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### *Language Skills*

- Ability to read, analyze, and interpret the most complex documents.
- Ability to respond effectively to the most sensitive inquiries or complaints.
- Bilingual Spanish/English encouraged to apply.

### *Mathematical Skills*

- Ability to work with mathematical concepts such as probability and statistical inference.
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

### *Physical Demands*

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job:

- The employee is regularly required to talk and hear.
- The employee frequently is required to stand, walk, and sit.
- The employee is occasionally req'd to use hands to finger, handle, or feel and reach with hands and arms.
- The employee must occasionally lift and/or move up to 30 pounds.

### *Work Environment*

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Contact: Sandra Gresham at: [sgresham@es-cc.org](mailto:sgresham@es-cc.org)

## **SPCA of Monterey County**

### **Development Assistant**

Responsible for the day to day accurate entry of all donations received; providing support for other development activities and fundraising events. Prior experience with Raisers Edge or other donor software a plus. Must possess strong written and verbal communication skills. Must be able to manage multiple tasks and meet deadlines. Salary range is \$12.00 – \$14.00/hour DOE. For more information and to apply, please visit [www.spcamc.org/careers.html](http://www.spcamc.org/careers.html)

## **Driscoll's**

### **Philanthropy Manager – Bilingual (Spanish/English)**

Driscoll's is the leading supplier and marketer of conventional and organic berries in the world. A third-generation, family-owned and operated company, Driscoll's has built upon the genetic work and innovation of our founders to fulfill our mission of *continually delighting berry consumers*.

For over 60 years, Driscoll's has helped people in the communities where we live and work. This program is founded on our company's core values of passion, trustworthiness and humility, and began with our CEO Miles Reiter and his personal commitment.

Driscoll's has built a successful North American philanthropy program focused on inspiring and empowering its employees and growers. We are looking for a Philanthropy Manager to drive the vision to connect people to their communities and support health and education services for farm workers and their families. Our goal is to support and encourage high levels of participation, resulting in enriching experiences for participants and positive impact for the community.

#### **Job Summary:**

- Manage Driscoll's philanthropy program including employee and grower philanthropic efforts, all aspects of funding, volunteer involvement and stakeholder engagement
- Inspire and lead philanthropic growth and impact in Driscoll's communities through corporate and regional programs in alignment with Driscoll's strategic plan
- Manage and be the primary contact for all internal and external communication for our philanthropy program
- Own team member recruitment and selection processes, training and development

#### **Job Qualifications:**

- 10-12 years minimum of relevant work experience with 7 or more years at the corporate or foundation level - including budget management as well as managing employees and volunteers
- Bachelor's degree in Communications, Community Affairs or related field
- ***Bilingual (English/Spanish) skills a must; bi-literate and bi-cultural strongly preferred***
- A passion for and knowledge of community issues, non-profit communities, funding policies and regulations, and volunteering practices and programs
- Reputation for high level of integrity and judgment in philanthropy
- Experience working within global philanthropy or cross-cultural community development a plus
- Exceptional ability to empower others, and excellent interpersonal skills
- Process driven with sound analytical skills
- Excellent multiple-project management ability, and strong organizational and priority-setting skills
- Ability to work cross-functionally, and to build and maintain all levels of internal/external relationships
- Effective and engaging presentation style, and excellent verbal and written communication skills (English/Spanish)
- Resourceful with strong problem-solving, decision-making and engagement skills
- Proficient meeting and team facilitation skills
- MS Office Suite (intermediate level) plus experience with computer databases and reporting tools
- Ability and willingness to travel 15% of the time (domestically and internationally)
- Valid California driver's license and eligibility for company auto insurance
- Valid U.S. Passport

**Job Responsibilities:**

- Participate and help drive strategic planning process for program
- Manage program budget and budget-related processes
- Research, evaluate and oversee funding structure and activities
  
- Manage program Interns
- Drive the processes, promote and support employee-led volunteer efforts and activities
  
- Manage philanthropy related meetings and events or coordinate through others
- Review, assess and proactively cultivate grant-making and advocacy opportunities
- Manage and promote relationships with primary non-profit partners and the Community Foundation of Santa Cruz County, CA, as well as develop partnerships with other institutions
- Create and present all necessary reports and presentations
- Generate internal communication to stakeholders; deliver oral presentations
- Oversee execution and planning of service awards and creation of recognition tools
- Promote, coordinate and execute the Matching programs; oversee Berry Donation Program; manage Winter Wishes regional efforts
- Ensure documentation of program activity through videos and photographs
- Oversee philanthropy department database input, tracking and reporting
- Ensure the security of Driscoll's proprietary and confidential information and materials
- Formally implement Driscoll's new philanthropy regions as they develop
- Maintain knowledge about current trends, emerging issues, policy interventions and innovation

**PLEASE APPLY ONLINE:**     <http://www.driscolls.com/about/careers.php>

**Girl Scouts of California's Central Coast**  
**Chief Executive Officer**

The outstanding position of Chief Executive Officer is currently available at the Girl Scouts of California's Central Coast, with main offices located in Castroville and Ventura. The incumbent will impact the lives of over 11,000 girl members within the council's jurisdiction, with the potential of many more. These programs raise horizons, provide quality leadership opportunities, and develop values that will last a lifetime. With its dynamism and relevance, Girl Scouting offers girls the gateway for growth in the 21<sup>st</sup> century.

This position requires a record of bringing excellence to organizations undergoing growth and transformation. This position will play a key strategic and operational role in fulfilling this promise.

If you know anyone who may be qualified and potentially interested in this position, please pass along the attached information. I urge you to call us directly for a confidential discussion of this position at 800 221 6663. You can also view the announcement online at [http://www.egreensource.com/current\\_opening\\_ceo\\_-\\_girl\\_scouts\\_of\\_californias\\_central\\_coast\\_-\\_main\\_offices\\_in\\_castroville\\_and\\_ventura](http://www.egreensource.com/current_opening_ceo_-_girl_scouts_of_californias_central_coast_-_main_offices_in_castroville_and_ventura) .

The Girl Scouts of California's Central Coast offers a highly competitive compensation package and comprehensive benefits with the salary range at \$130k+. Applicants are encouraged to submit resumes as soon as possible. You can make a difference in the lives of thousands of girls – give it your consideration and give us a call.

# 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.

## 2011 DEN Membership Benefits

- ✓ **Monthly networking** lunch program with stimulating speakers.
- ✓ One **FREE** admission to the annual **DEN Members Only Workshop**.
- ✓ **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.
- ✓ **"Welcome Wagon"**-When a new person joins the development staff in a member agency, he/she is invited to attend one free lunch meeting to learn about DEN.
- ✓ **Memberships** are for the calendar year and are not pro-rated.

Please return this form along with **\$60.00** to:

**DEN • 484 Washington Street, #199 • Monterey, CA93940**

**New Membership**

**Renewal**

**Please PRINT:**

Agency Name \_\_\_\_\_

Contact Person & Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Membership benefits are extended to all staff, volunteers and board members of a participating organization **EXCEPT** for the **Members Only Workshop** and **Holiday Luncheon** which is limited to one person per organization unless an additional fee is paid. **Student membership may be used only for 2 years.**

**[www.DevelopmentExecutivesNetwork.org](http://www.DevelopmentExecutivesNetwork.org)**