

# DEN Update

The monthly publication of the Development Executives Network

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**Philanthropy Day Co-Chair: Shari Hasteley**  
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[respect@cpy.org](mailto:respect@cpy.org)

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

## October 2011 DEN Luncheon

Friday, October 21 at 12:00 PM | Tarp's Roadhouse

Please join the Monterey Peninsula Foundation and the Community Foundation for Monterey County as they discuss "what's new" with their organizations, how best to apply and other important information to help you succeed.



**Have you ever thought about becoming more involved in the Development Executives Network? Now is your opportunity! There are several positions which will be opening up on the Board of Directors as of January 1, 2012. If you are interested in increasing your involvement and serving on the DEN Board of Directors, please contact Michelle Lange at [mlange@montereyartsymphony.org](mailto:mlange@montereyartsymphony.org).**



## September DEN Luncheon Presentation Slides

Many of our members asked for a copy of speaker Rich Fox's "Legacy Leadership Program" presentation from last month's DEN luncheon.

A link to the presentation slides are available on the DEN Website at

<http://developmentexecutivesnetwork.org/sept2011ppt.htm>

## Upcoming Development Opportunity

### Taking Your Direct Mail Program to the Next Level

Wednesday, November 16<sup>th</sup>  
1:00 – 3:00 PM, Community Foundation  
Free for AFP members and \$25 for guests.

Annual giving through direct mail is a crucial component of nonprofit fundraising. A well-executed annual fundraising effort can be a very effective way to acquire new donors and increase giving levels for existing donors. But it requires planning, foresight, and key best practices.

Rick Gabrielson, VP of Development and Communications for the Denver Dumb Friends League and Tonie Howard, VP of the Animal Welfare Division of Grizzard Communications will share how their direct mail approach built awareness, strengthened impressions and increased revenue using a multi-channel approach. This included:

- Purchasing newspaper ads to generate brand awareness
- Distributing Free Standing Inserts (FSIs) to reach a broader audience
- Integrating URLs in direct mail appeals to promote online giving and increase traffic
- Utilizing corresponding home page bugs related to the current mail package to strengthen campaign awareness
- Testing packages and ask strings for six months to determine whether wealth is an indicator for giving

**THE RESULTS:** Total net revenue increased +45%  
The changes to the awareness, acquisition, and outreach approaches had a dramatic effect on revenue.  
+16,482 new supporters  
+1,800% direct mail-related giving increase  
+80% net revenue from lapsed donors  
+45% total net revenue

If your agency is currently doing direct mail with disappointing results, this workshop will help you learn the importance of integrating your offline and online efforts to align messaging and increase revenue.

## 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 and professional development opportunities, photos, etc. to Anna Dudney at [adudney@miis.edu](mailto:adudney@miis.edu) by the end of the month.

## Employment Opportunities and Services

\*\*Please note: DEN members can post job opportunities through this newsletter free of charge; the fee is \$25 for non-members. Placing an advertisement in the newsletter carries a fee of \$25 for both members and non-members. Please contact Anna Dudney at [adudney@miis.edu](mailto:adudney@miis.edu) to include material in the next issue.

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### **Carmel Mission Foundation**

#### *Executive Director*

#### **About the Carmel Mission Foundation**

Located in Carmel, California the Carmel Mission Foundation was founded in 2008 to raise the funds needed to save and restore the historic Carmel Mission structures, art and artifacts, and to maintain and preserve their historic character and accessibility on an ongoing basis for future generations. The importance of the Carmel Mission (San Carlos Borromeo de Carmelo) to the history and development of California cannot be overstated. Founded in 1771, the Carmel Mission served as the Headquarters for the entire California Mission System and is the repository of generations of culture, tradition and history. However, the 200 plus year-old Mission is now in critical need of major repair and restoration. Deterioration due to age and issues of structural integrity must be addressed. This will be a multi-year/multi-million dollar project for the Carmel Mission Foundation.

#### **Position Summary**

Working in conjunction with the President, the Board of Directors and Foundation staff, the Executive Director will be responsible for developing fund raising strategy and an effective and productive fund raising team, overseeing daily operations and achieving fund raising goals to support the structural retrofit, restoration and ongoing preservation of the Carmel Mission. This is a permanent full-time position. Visit the Foundation's website at [www.carmelmissionfoundation.org/News/ExecutiveDirector](http://www.carmelmissionfoundation.org/News/ExecutiveDirector) for details of the job description and more information on the Foundation.

#### **Qualifications**

In addition to demonstrating a passion for the Foundation's mission, the successful candidate must be a highly motivated self-starter with proven organizational, management and human relations skills. He/she will possess a bachelor's degree in business, marketing, communications or equivalent, with an MBA a plus; a minimum of 5 years' experience in successfully leading multi-million dollar profit or non-profit organizations, with historic capital restoration projects experience a plus; demonstrated success in leading non-profit fund raising efforts; interfacing with donors and donor organizations; developing major donors; and excellent verbal and written communication skills with ability to communicate effectively and persuasively.

#### **Compensation and Benefits**

The Foundation offers a competitive salary commensurate with experience plus a comprehensive benefit package. Please include salary history, salary requirements and availability in your cover letter.

#### **How to Apply**

Send your detailed resume with a cover letter explaining why you believe you would be qualified for this position to Victor Grabrian, Vice President, Carmel Mission Foundation, P.O. Box 221351, Carmel, CA 93922 or, email it to [jobs@carmelmissionfoundation.org](mailto:jobs@carmelmissionfoundation.org). The Carmel Mission Foundation is an equal employment opportunity employer.

# 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.
- ✓ **Membership dues** 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 are 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)