



Job Description	Director of Development
Reports to:	Executive Director
Supervises:	Admin Asst, Event Vendors, Volunteers
Status:	Full-time Exempt

Organizational Background

The Program for Torture Victims (PTV) assists the courageous survivors of state-sponsored torture and persecution who have stood up for freedom, equality and human dignity. Since 1980, PTV has helped new U.S. refugees, seeking asylum from over 70 countries, heal their physical and psychological wounds, and start a second life here in California. The first human rights health organization of its kind in the country, PTV pioneered comprehensive medical, psychological and social services that empower refugees to heal, become self-sufficient, and work toward creating a purposeful life in California.

Overview of Responsibilities

This exciting position will plan and oversee all agency private-sector fundraising including foundation and business grant applications, individual donor cultivation and recognition, major gift identification and solicitation, direct mail, special events, planned giving, and internet-based fundraising. Reporting to the Executive Director, the Development Director will expand a successful fundraising program as part of a collaborative leadership team who view fund development as an organization-wide responsibility. The position will also lead the agency's marketing and communications efforts, lead the Host Committee for the biennial Human Dignity Awards Dinner, co-lead the Board Fundraising Committee and serve as development support to the Executive Director and Board Members .

Authority and Accountability

Development Strategy, Vision, and Leadership:

- With input from the Executive Director, design and execute an integrated strategy for all areas of fundraising including: donor prospect research, identification, cultivation, solicitation and stewardship; proposal writing and reporting; special events; and direct and online mail appeals.
- Author and coordinate a written development plan that promotes continued growth and sustainability. Establish and implement an annual calendar of all fundraising activities, including grant-writing schedules, mailings, social media, and special events.
- Sit on the organization's Leadership Team to ensure organizational impact is communicated to external stakeholders and fundraising is well integrated into organizational culture.
- Serve as a coach to staff and volunteers in all development activities.
- Implement a volunteer plan to better utilize existing volunteers and recruit new candidates from the community including schools and service organizations.
- Co-lead and support the board Fundraising Committee; engage members to make personal gifts and leverage existing relationships within their sphere to reach organizational goals. Partner with committee to develop board reporting materials, identify additional fundraising volunteers, and get consensus on annual fundraising goals.
- Assist in Board development, including fundraising, training, and identification of board candidates.

Institutional/Organizational Donors:

- Research and build relationships with foundations, corporations, unions, fraternal groups and faith houses that can provide grants, annual gifts, volunteerism or in-kind support.
- Author grant plan, write proposals on schedule and provide follow-up information and reports to funders as needed.
- Provide assistance and support to the Executive Director in applying for large government grants.

Individual Donors:

- Develop and expand the annual major gifts plan, including research and approaches to individual donors who have the capacity to make gifts of \$1000 or more. Develop relationships with new or designated key donors for personal cultivation and make asks or support volunteer fundraisers as they make asks. Ensure major donors are sufficiently engaged and stewarded.
- Oversee and expand current and potential individual donor opportunities, to include monthly pledge donations, corporate matching, workplace giving, social media campaigns, etc. Oversee on-going donor acknowledgement process, and develop strategies to recognize and cultivate new and on-going individual donors.
- Coordinate planning and execution of mail appeals and e-appeals in support of our Annual Campaign. Coordinate US Postal Service bulk rate permit, and work with fulfillment vendor. Segment donor categories to maximize donation returns.
- Support goal of 100% Board participation in Annual Campaign by partnering with Fundraising Chair. Identify stewardship activities for board members to engage major donors and prospects.
- Identify and solicit potential Planned Giving donors. As needed, engage the assistance of estate planning professionals to work with PTV donors in setting up their wills and trusts. Plan follow up and recognition for Legacy Society Donors. Oversee the development of planned giving materials.
- Market and grow PTV Partners, our monthly giving program.

Event Planning:

- Oversee all fundraising events including the biennial Human Dignity Awards Dinner including logistics, event planners, vendors, invitations, program book, and silent auction. Coordinate donor engagement and acknowledgement at event by assigning relationships to senior staff and board members.
- Acquire, direct, motivate and acknowledge a sufficient number of volunteers to serve on event Host Committee(s). Motivate and support board, staff, volunteers and Host Committee(s) to reach sponsorship and ticket sales goals.
- Work with ED and Board to select and steward event honorees.
- Work to encourage and steward celebrity and elected official attendance.
- Develop and manage event budget. Reduce costs by getting donated equipment or services when possible.
- Coordinate stakeholder feedback after events. Integrate feedback into next year planning.
- Encourage service groups (faith-based, school-based etc.), board members or other volunteers to host fundraisers for the benefit of PTV.

Communications:

- Coordinate content, design and mailing of all PTV communications: newsletters, emails, appeals, invitations and annual reports. Establish and maintain visual standards for collateral and electronic communications.
- Liaise with members of the clinical team to gather compelling survivor stories and/or speak at events. Write survivor stories for newsletters, annual reports or other communications.
- Produce e-newsletters that drive click-throughs to website and support events. Produce e-appeals that support Annual Campaign through on-line giving.
- Manage press relations including writing press releases and answering media inquiries. Increase agency visibility and position executive leadership or founders as experts in torture through earned media opportunities including pitching stories or op-ed pieces. Manage press contacts in database.
- Add compelling survivor stories to website. Keep website content current and engaging for donors, donor prospects, and other constituents.
- Use PTV's social media outlets Facebook, Linked In and YouTube to bring attention and public interest to events, agency advocacy or world policies or issues surrounding torture, persecution, or human rights.

- Approve of all external or collaborative materials which include the PTV logo.

Administrative and Information Management:

- Oversee acknowledgement of all cash and non-cash donors. Acknowledge all pledges and follow up with open pledges with calls and pledge reminders.
- Oversee the maintenance of internal CRM database of current and potential donors and use the database to regularly assess progress toward revenue goals. Keep information and addresses current, make relevant notes, and anticipate and set up reports for staff, board and committees.
- Work with stakeholders to identify and add new prospective donors to database.
- Become an expert in eTapestry; training staff and volunteers as needed.
- Assign and follow-up with board members to make personal phone thank-yous to major donors and first-time donors.
- and other duties as assigned by the Executive Director.

Position Requirements

- A Bachelor's Degree in business, communications, nonprofit management, public policy, public administration or a related field, and a passion for human rights or social justice.
- 3-5 years comparable experience in nonprofit development, preferably as a Development Director of a small or medium sized nonprofit, or as an Assistant Development Director or Major Gift Officer of a larger organization.
- A strong track record of positioning an organization to achieve tangible outcomes in a competitive fundraising environment. Demonstrated skill and comfort in proactively building relationships with individual and institutional donors.
- Experience in identifying, qualifying major donor prospects and asking for major gifts in face-to-face meetings.
- Knowledge of the local foundation landscape, with at least 2 years of experience building relationships with local foundations and writing grant proposals preferably for a social service or health organization.
- Outstanding computer and internet skills, including Microsoft Office and experience working with fundraising/CRM databases.
- Strong project management skills and the ability to manage competing priorities and small details.
- Is a highly motivated self-starter, with proven ability to develop creative solutions on her/his feet.
- Project a professional demeanor and possess exceptional written, oral, interpersonal, and presentation skills and the ability to build rapport and effectively interface with donors, board members, senior management, staff, and volunteers.
- Ability to work some weeknights and weekends as job demands.