

- ❖ April 20<sup>th</sup>, 2007 Program
- ❖ Professional Resources
- ❖ Job Opportunities

1  
2  
3-5

*The Monthly Publication of the  
Development Executives Network  
April 2007*

# DEN update

PHOTO: Joy Rubey, Feb. 2007 Speaker on Grant Writing



## **Friday, April 20th DEN Meeting**

**12 Noon-1:30 PM**

**Tarpy's Roadhouse**

**Members \$20 Non-members \$25**

**Building Strong Foundation Relations**

**~ A Peak Inside the Funders Head ~**

*Advance Reservations Required*

[Lauren@MYMuseum.org](mailto:Lauren@MYMuseum.org)

**Building Strong Foundation Relations**

**~ A Peak Inside the Funders Head ~**

**Joe Grainger**, Executive Director of The Harden Foundation

**Laurel Lee-Alexander**, Director of Grant Programs for Monterey Peninsula Foundation

Moderated by **Emily Hull-Parsons**, Executive Director of The William McCaskey Chapman & Adaline Dinsmore Chapman Foundation

Today's panel will give you some honest answers into what Foundation's really want from you...and what they do not want. These and many more of your own interesting questions to be addressed:

- **what sorts of friendly overtures are ethical?**
- **what information helps them to make decisions?**
- **is it OK to contact trustees?**
- **how much is too much information?**
- **do you want to hear about all the great things we are doing??**



## 2007 DEN Board of Directors

President  
Kathleen Adamson  
Gateway Center  
kadamson@gatewaycenter.org

VP Membership  
Anne Meyer  
Gateway Center  
ameyer@gatewaycenter.org

Program Chair  
Emily Hull-Parsons  
Creative Solutions! Consulting for Nonprofits  
ehparsons@sbcglobal.net

Program Committee  
Emily Hull-Parsons, Linda Lee, Shari Hasty  
ehparsons@sbcglobal.net  
Shari: respect@cpy.org

Treasurer  
Cathy Lindstrom,  
Foundation for Monterey County Free Libraries  
fmcfl@mbay.net

At Large member  
Sue DeWar

Philanthropy Day Co-Chair  
Shirley Coly  
California State University – Monterey Bay  
Shirley\_Coly@csumb.edu

Newsletter Editor/Public Relations  
Juliette Calandra Ferguson  
The Lyceum of Monterey County  
Juliette@LYCEUM.org

Reservations  
Lauren Cohen  
MY Museum  
Lauren@MYMuseum.org

## EXCLUSIVE HALF DAY WORKSHOP For DEN MEMBERS Friday, May 11, 2007

***Planning and Implementing Your  
Major Gifts Campaign***  
presented by Suzanne Irwin-Wells

**Free Registration for DEN  
Members!!!!** (Dues must be paid)

We've all heard the stories or read them. Someone makes a once-in-a-lifetime, mega-contribution to a major University or medical center. And, we're left to wonder "How did that happen?" It's rare that a gift of six, seven or more figures just waltzes in "over the transom" as any development director will tell you. Besides, how many nonprofit organizations these days are housed in buildings that even HAVE transoms.

The likelihood that your organization – or mine, for that matter – will be the beneficiary of unanticipated largesse grows smaller and smaller with each passing generation. The days of the switchboard operator who worked quietly at her trade for 40 years and retired with a nest egg the size of the national debt of Argentina and no heirs is coming to an end. In this day and age of electronic availability of personal data you don't even want to think exists (especially if it's data about YOU), the possibility of a major gift-giver being "out there" and unknown to your organization seems almost impossible.

The workshop is ideal for emerging nonprofits that wish to develop a major gifts program that works the first time out. It's also a marvelous "refresher" on major gifts for more seasoned development officers. And, it's a terrific training opportunity for Board members and volunteers who will work together to make your nonprofit's major gifts program a rip-roaring success.

Suzanne Irwin-Wells is author of the book "Planning and Implementing Your Major Gifts Campaign."



## EXECUTIVE DIRECTOR

**Natividad Medical Foundation**, a 501(c)(3) nonprofit, exists to support Natividad Medical Center, the Monterey County public hospital. We offer an outstanding opportunity for an experienced professional to become the **Executive Director**.

The Foundation seeks energized professional with experience in non-profit management and government grant funding related to the public healthcare environment. NMF seeks an individual who will work in conjunction with the Board of Directors to manage and direct the organization toward its primary objective – fundraising efforts to support healthcare for the uninsured in Monterey County. Thus, the position emphasizes identification, cultivation and solicitation of individual, corporate and other types of donors.

This position demands significant fundraising, fiscal management, and policy development experience as well as a commitment to the highest standards of professionalism and excellence. The successful candidate will have a proven track record of fund development and will possess superior relationship-building competencies with a variety of diverse and broad constituencies.

Mail resumes to Natividad Medical Foundation, ATTN: Search Committee, P.O. Box 4427, Salinas, CA 93912 by **April 16, 2007**.

## INSTITUTIONAL ADVANCEMENT DIRECTOR

### CHARTWELL SCHOOL, SEASIDE, CA

Chartwell educates children with language-related learning challenges, providing them with skills and self-esteem to enter mainstream education.

Chartwell provides leading-edge research on education of learning challenged students. The school has the "greenest" campus in California.

Reporting to the ED, the Director is a senior executive overseeing institutional advancement, managing the institutional advancement staff, and coordinating all fundraising.

**Details:** <http://www.pamelacook.com>  
**Resume/cover:** [chartden@pamelacook.com](mailto:chartden@pamelacook.com).

**SEND PHOTO'S, WORKSHOP INFORMATION, Job Postings  
and newsletter suggestions to:**

**Juliette Calandra Ferguson at [juliette@lyceum.org](mailto:juliette@lyceum.org) by the  
last Friday of the month.**



## ACADEMIC EVENT SPECIALIST

*THE LYCEUM OF MONTEREY COUNTY*

*PART-TIME, 20 Hours per week, Flexible Hours*

*SEPTEMBER – MAY or Year-Round opportunity*

*The Lyceum of Monterey County is probably the most special place to work in Monterey County (That's what we think anyway)! We are an educational non-profit (501c3) and have been supporting over 10,000 children each year in Monterey County by providing after-school, spring and fall-break, and summer school enrichment programs. We are also responsible for the coordination of three county-wide academic events including History Day, Spelling Bee, and Mock Trial for students in grades 4-12, and for this we are very proud!*

We have a **positive, fun, and fast-paced staff** – they all believe in our mission to inspire a life-long love of learning. We are seeking one fabulous new member of our team to join us this summer 2007 to train with our current specialist who is graduating from MIIS this May.

Our preferred candidate will be a **fast-paced, hands-on, customer service oriented** individual, preferably with experience within the K-12 education field to **coordinate 3 county-wide academic events each year:**

- Mock Trial for 9th-12th grades (January)
- Spelling Bee for 4th/5th Grades (February)
- History Day for 4th-12th grades (March)

He/she will **report to our Executive Director** and work closely with our Educational Program Coordinator, Program Specialist, Intern, volunteers, and Board Members. The preferred candidate will have **superior customer service and organization skills**, and be a whiz **(advanced) with MS Word, Excel, and Access**. He/She will also have the ability to learn new computer programs quickly. He/She will have **3+ years of experience in event planning**. In addition, our specialist will coordinate several appreciation parties, mini-fundraisers, and community events on a shoestring budget and be available for other administrative tasks when time permits. Our specialist will be one of three individuals to answer our 2-line phones.

Our Academic Event Specialist will be **cross-trained with our Educational Program Coordinator** and will have the opportunity to obtain skills over time to become a future Executive Director. This position is 20 Hours per week from September through May. Hours are flexible - Here are a few examples that may work: Mon-Thur from 9 A.M - 2 P.M., Mon-Thur from 11 A.M. – 4 P.M., or Mon-Fri from 9 A.M. – 1 P.M.

*Additional hours may be required during heavy programming times in January, February, and March. Some evening work is required in January and March to work at and/or set-up events and three Saturdays and one Sunday in January, February, and March will be required workdays. We also have staff and board members who will assist with these events.*

**Email resumes to Executive Director at: [Juliette@Lyceum.org](mailto:Juliette@Lyceum.org).** We apologize in advance for only contacting candidates that reach the first interview/phone –screen level.

*If you believe you are a strong match to The Lyceum, please submit your resume or inquiry to discuss this and/or future opportunities.*

**WWW.LYCEUM.ORG**



## Project Coordinator

The Nonprofit Alliance of Monterey County seeks an independent contractor to coordinate its fundraising, organizational development and marketing efforts.

Experience in working with volunteer committees, organizing workshops and special events; organizational development and problem solving skills. Nonprofit experience preferred.

\$40 per hour, not to exceed 80 hours/month

Email resume to Judy Cabrera at [jcabrera@cccil.org](mailto:jcabrera@cccil.org)

First round of reviews will begin April 2.

### **Contractor duties:**

Coordinate with NAMC Financial, Membership, Program, Marketing, Advocacy and Ad Hoc Committees, subcommittees, and volunteers to achieve NAMC goals.

Coordinate with NAMC Financial Committee to set an attainable and realistic fundraising goal, and develop grants for at least \$80,000, for fiscal year 2007-2008, July 1st 2007 to June 30th 2008. Develop timeline, tasks, and direction to achieve goals.

Coordinate with the Membership Committee to increase membership from 30 to 100 members. Coordinate with the NAMC Marketing Committee to design a marketing plan to promote NAMC to the business community for education, sponsorships, and giving options to nonprofits. Upon NAMC Core Leadership approval of marketing plan, Contractor to coordinate its implementation, including presentations. Coordinate with the Program Committee to create and coordinate for public and membership programs, workshops, and conferences. Specifically, coordinate two workshops, one member-only social, and a half-day conference to benefit NAMC members and other nonprofits by December 2007. Coordinate with the Advocacy Committee for the implementation of a public policy agenda by: identifying issues; assisting agencies having problems; sharing expertise; developing list serve forum to solve problems with input from NAMC members, coordinating legislative issues to support the concerns of our membership Coordinate with Ad Hoc Committee for projects not yet determined.

## Development Director/ Grantwriter

### **Development**

**Director/Grantwriter** is wanted for busy non-profit arts organization with budget of \$1.5M, a staff of 9 full-timers and over 100 part-time artists. Must be experienced in non-profit fundraising and grant writing. Must be familiar with the communities and social fabric of the Monterey Peninsula. Duties will include grant writing, direct solicitations, special events and significant duties related to an upcoming multimillion \$ capital campaign. Must be computer literate and be able to multi-task. Must be a team player and work well in a busy atmosphere. Full-time with benefits. Salary negotiable.

**Please send resume, salary history/requirements and writing samples to Pacific Repertory Theatre, Box 222035, Carmel, CA 93922 or by e-mail to [kathik@pacrep.org](mailto:kathik@pacrep.org)**