

The monthly
publication of the
Development
Executives
Network

DEN Update



this issue

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Successful Strategies for Getting, Keeping and Upgrading Donors

Annual DEN Member's Training

Ideal for beginning as well as more advanced fundraising professionals, this training session will help provide new ideas, inspire action and get you motivated for the remainder of the year!

The bread-and-butter of successful fundraising is growing your base of individual donor support. Most major donors start off with smaller gifts, and increase their support as their relationship with your organization deepens. What are the best ways to find new donors, build stronger relationships with them, and increase their giving level over time? We'll spend some time on the "missing middle", those donors whose gifts are in the mid-range of your donor pyramid and who likely have the capacity to give much more. Learn how to match your goals with successful strategies, and see your individual donor support grow.

Stephanie Roth of Klein & Roth Consulting will be the presenter. Roth is a consultant and trainer, with a focus on fundraising, board development and meeting facilitation, for grassroots, social justice organizations. She is also the Editor of the *Grassroots Fundraising Journal*, a publication of the Grassroots Institute for Fundraising Training (GIFT). Stephanie is the co-author (with Mimi Ho) of *The Accidental Fundraiser: A Step-by-Step Guide to Raising Money for Your Cause* (Jossey-Bass, 2005) and co-editor (with Kim Klein) of the anthology *Raise More Money: The Best of the Grassroots Fundraising Journal* (Jossey-Bass, 2001).

Friday, May 14, 2010

9am – 3pm (lunch will be provided)

Embassy Suites, Seaside

Free for one person per member organization, additional attendees \$70

For more info contact Lauren Cohen at Lauren@MyMuseum.org

(831) 649-6444 x203



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 May 25th .

Professional Development

Planned Giving: Ensuring Your Organization's Future

Monday, May 24th 1:00 PM – 3:00 PM, Free for AFP Members, \$25 others

Community Foundation for Monterey County -2354 Garden Road

Whether you are new to the fundraising world and want to identify the necessary steps to launch a Planned Gifts Program, or are looking to expand the program you already have in place, this presentation will enhance your ability to add Planned Gifts to your organization's fundraising success. The workshop is co-sponsored by the Association of Fundraising Professionals (AFP) - Monterey Chapter. Presented by Drew Severs, JD, MBA.

Register: Contact AFP to register: whitgroup@razzolink.com

Partnering With Businesses (Clinic)

Wednesday, June 2nd 1:00 PM – 3:00 PM, \$25

Quadrangle, 1000 S Main Street, Room 112, Salinas

Businesses benefit from the many services nonprofits provide by enjoying a healthy, functioning community. Learn to partner with local businesses in ways that help both the business and your nonprofit. Fund development experts with many years of success representing a variety of nonprofit fields will discuss their experience in developing business partnerships. Then hear from the local business community what they look for in a partnership with nonprofits. Join us for a valuable and lively discussion, and bring your questions! Panel members include Jim Bennett, Ted Elisee and Tiffany DiTullio.

Register: <http://www.cfmco.org/index.cfm/id/251/MAP-Registration-Form/>

Renew your DEN membership for 2010!

http://developmentexecutivesnetwork.org/den_membership_10.pdf

Employment Opportunity

HOSPICE FOUNDATION, DIRECTOR OF FUND DEVELOPMENT

Join Hospice Foundation in its second decade as it meets the challenge to raise an increased level of funds for hospice and end of life services grants to non-profit organizations in Monterey and San Benito counties, and to support end of life community education and advocacy programs.

Position Summary: Reporting to the President/CEO, the Director of Fund Development for Hospice Foundation is responsible for attracting, educating, securing and nurturing donors from diverse constituencies through a variety of fund development methods. As a leader with responsibility for setting the strategic direction and priorities for fund development and implementation, major duties include designing and executing the Foundation's direct mail program; relationship-building with current and potential donors; public speaking; preparation of proposals; and other activities related to fund development and fundraising. The responsibilities of this exempt position include but are not limited to the following:

- Formulate and update objectives and activities relating to a comprehensive plan for donor acquisition, development and solicitation for incorporation into the Hospice Foundation strategic plan.
- Create, implement and oversee the annual comprehensive fund development and fundraising plan.
- Evaluate, manage and strategically employ internal and external development tools, resources and training to facilitate best practices for Hospice Foundation.
- Participate in recruiting and retaining donors over the long term, including but not limited to correspondence, presentations, speaking to the public, meeting with prospective and current donors, arranging donor meetings with board members, meeting with professional advisors, and representing Hospice Foundation at public events.
- Identify funding sources, and prepare and submit gift and sponsorship proposals.
- Establish/update/oversee strategy and standards for donor engagement and relations.
- Guide volunteer efforts supporting donor development and fundraising.
- Participate in developing the annual operating budget and collaborate with staff and volunteers in other team projects.
- Provide or facilitate development and fundraising training for staff and volunteers.

Knowledge, Skills and Abilities:

- Minimum education level of Bachelor's degree from accredited institution; CFRE desirable.
- Minimum of 5 years of proven successful non-profit fund development track record at the Director level including donor recruitment, planned giving, gift solicitations, stewardship, donor recognition and administration.
- Excellent verbal/written communication and interpersonal skills, including public speaking.
- Solid organizational, analytic, planning and project management skills; strategic and creative thinker with a positive perspective.
- Ability to relate in a mature and professional manner with a diverse constituency.
- Ability to work independently, to multi-task, to operate effectively and thrive in a team-oriented work environment.
- Strong belief in the Hospice Foundation Mission.
- Proficiency with Microsoft Office Suite. Familiarity with Raiser's Edge software.
- Expertise in Internet-based research.

Applications accepted until the position is filled.

Salary is commensurate with experience. Benefits are available following the introductory period.

Please send cover letter and resume in confidence to:

Alice Kinsler, President/CEO, Hospice Foundation, PO Box 1798, Monterey, CA 93942

Hospice Foundation is an equal opportunity employer and supports diversity in our workplace.