



**Director of Development
Job Announcement
September 10, 2015**

THE OPPORTUNITY

The Heartwood Institute (Heartwood), a 501c3 nonprofit, is actively revitalizing its mission, vision and values to provide research, education and demonstrated sustainable living practices. Established in 1978 on 200 acres in the heart of beautiful Humboldt County, Heartwood Institute has a history as a leading Healing Arts school. Currently entering an active growth phase following extensive planning, the Board has re-envisioned and re-framed Heartwood, launching new programs in the areas of Permaculture and the Culinary Arts, and with plans to add an Artist Residency component in the coming year. Heartwood is dedicated to promoting social and environmental abundance through sustainable living practices.

Heartwood is building a new leadership team and is seeking a Director of Development who will be committed to its renewed vision and mission. Collaborating closely with the Executive Director and Board, the Director of Development will drive the creation and implementation of a comprehensive fund development plan designed to support the organization in establishing best practices in fund development and a sustainable business model.

In addition to its residential education programs Heartwood participates actively in the local community and throughout Northern California bringing colleagues, friends and neighbors to Heartwood for training and by participating in outreach events to share about Permaculture practices, land restoration, watershed and wildlife care and more. Heartwood also provides rental opportunities for small group retreats.

POSITION SUMMARY

In collaboration with and reporting to the Executive Director -

The newly created Director of Development position will be responsible for developing and executing comprehensive fund raising strategies, including researching and culling Heartwood's existing donor base, cultivating and advancing donors, and obtaining gift commitments. Establishing fundraising goals, the Director of Development will develop, implement, monitor, and evaluate strategies to achieve these goals. The Director of Development will be responsible for leading and supporting all fund development efforts of Heartwood, increasing the base of major individual gifts, researching and cultivating gifts from foundations and government institutions.

The Director of Development will target strategic giving opportunities, ultimately including planned giving, for major donors who are inspired by the Heartwood mission and who are engaged in supporting the organization. The Director of Development will lead, manage, cultivate, steward, and solicit major gifts from individuals.

RESPONSIBILITIES

- In collaboration with the Executive Director and Board, create and execute a comprehensive strategic Fund Development Plan designed to diversify annual revenue from contributed income sources, including

from individuals, direct mail and online appeals, grants, sponsorship, major donors, planned giving, and special events.

- Build a culture for philanthropy, internally and externally, that will attract staff, Board members and donors to the organization and inspire excellence in donor relations and fundraising.
- Develop, achieve and manage government, foundation, and corporate giving, including overseeing the identification of opportunities, writing and submission of letters of intent, development of full grant proposals and budgets, and tracking and reporting of active grants including financial reports.
- Working with the Executive Director and leadership team, assure compliance and positive working relationships with granting agencies and foundations, and build a robust pipeline of foundation and other grants. Work with the Executive Director and the Board to develop funding to meet agreed upon goals.
- Write and manage execution of direct mail and online solicitations. Ensure the production and fulfillment of appeals to encompass list segmentation, design, printing, mail production, content up-loads, etc. Engage and provide direction to graphic designers, printers, mail house, and webmaster as necessary.
- Oversee the development and execution of current and new special events including fund raising and stewardship events.
- Coordinate fund development with leadership team such as electronic and print communications (newsletter, e-newsletter, social media networking, event announcements, etc.).
- Maintain Heartwood's donor database to ensure high integrity of data collection. Work with staff to maintain prospect/donor records to ensure accuracy of information for contacts, biographies, meetings, gift entry, and acknowledgements.
- Build stewardship, cultivation and solicitation strategies; and engage key staff and Board as appropriate in donor relationships.
- Coordinate donor meetings for the Executive Director and members of the Board who will also be primary contacts for major donors.
- Fully engage members of the Board in fundraising activities. Along with the Executive Director, serve as liaison to Board members and provide them with the tools, knowledge and personal interaction to become active partners in achieving Development goals.
- Evaluate and implement internal systems, policies and procedures for efficiency and effectiveness. Ensure compliance with all relevant policies and regulations set forth by the IRS, Board and Executive Director regarding fund development.

QUALIFICATIONS

- Proven experience creating and executing comprehensive strategic Fund Development Plans; demonstrated success in a variety of fund raising activities and in achieving fund raising goals.
- A positive record in soliciting major gifts from individuals, and in qualifying for grants and sponsorships through government sources, foundations and corporations; direct work experience training and supporting Boards in major gift solicitation.
- Effective written and oral communication skills, including the ability to develop and articulate compelling case statements, grant proposals, and other key fund raising communications that further Heartwood's abilities to achieve its mission.

- A successful background as a member of a senior management team, and the ability to relate effectively and develop positive relationships with a broad range of organizational stakeholders including staff, Boards, community leaders, etc.; skill in working harmoniously with many personalities.
- Strong nonprofit financial acumen including the ability to create and effectively track and report on an annual budget, and in accurately monitoring, reporting and evaluating restricted and unrestricted gifts and grant monies.
- Current knowledge of legal and tax issues applicable to a wide variety of fund raising practices available to individual and corporate donors. Knowledge of principles, procedures, ethics, regulations, and standards as applied to fundraising.
- A strategic thinker with the ability to plan ahead while also effectively managing operational details and executing daily fund raising and management duties successfully.
- A proactive communicator, collaborator, and problem-solver with an orientation toward goal attainment and leadership.
- Demonstrated skill in respectful and sensitive communication with people who are diverse in their cultures, language groups, abilities, lifestyles, and backgrounds. Sensitivity to and understanding of the diverse backgrounds of the populations Heartwood serves.
- Unquestioned integrity, professional demeanor and authenticity in building relationships with, and inspiring best effort from staff, Board, donors, and partners.
- Knowledge of Bay Area communities (especially SF, Marin, Sonoma, and Humboldt counties) preferred.
- Strong computer skills and comfort in working with current technology across a variety of platforms and software, including Skype, social media outlets (Linked-In, Facebook, Twitter, etc.), Cloud, Google Docs, Microsoft Office Suite, Apple OS, etc., as well as webinar applications such as SKYPE, GoToMeeting, and website management tools. Experience managing fundraising software and database management systems; ability to effectively utilize database for donor research and analysis.
- Personal passion for and belief in the principles and values of the Heartwood mission.
- Ability and willingness to travel between San Francisco and Humboldt County as requested throughout the year; position requires a strong felt presence with the Heartwood staff and community. Must have valid California Driver's License and access to a personal vehicle.
- Flexibility to work remotely and on-site; some nights and weekends will be required.
- Bachelor's degree preferred, or equivalent years of direct experience in fund development, with at least 4 years at the senior management level.

PHYSICAL DEMANDS

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is required to walk; use hands to operate objects, tools, or controls; and reach with hands and arms. The employee must perform simple grasping and fine manipulation. There are normal office working conditions and associated physical demands. For example, on a continuous basis, sit at a desk using a computer and in meetings for long periods of time. Intermittently twist to reach equipment surrounding desk. Must be able to lift and move containers weighing up to 25 lbs.

Ability to travel between SF and Humboldt County required. Must have valid California Driver's License, access to a personal vehicle and be able to drive.

SALARY AND BENEFITS

Salary will be commensurate with experience. This is a full-time, salaried position.

Benefits include Medical, Dental and Vision plus paid time off.

+++

This Search is being conducted by the Center for Volunteer & Nonprofit Leadership. **To be considered as an applicant, please:**

- E-mail PDF of Resume and Cover Letter in confidence to: cvnlsearch@cvnl.org.
No phone calls please. Applications without a cover letter will not be considered.
- Include in the Subject: "Heartwood Director of Development Search"
- Note in your cover letter where you found this posting.

Heartwood Institute is an equal opportunity employer and makes employment decisions on the basis of qualifications. The Institute policy prohibits unlawful discrimination in any employment decision based on pregnancy, childbirth or related medical conditions, race, religious creed, color, national origin or ancestry, physical or mental disability, medical condition, marital status, age, sexual orientation or any other basis protected by federal, state or local law or ordinance or regulation.

Submission of your application is not an offer of employment or an employment contract.