



Development Director

Job Description

CRA's Development Director is a leadership role for the organization, one of three key management positions which also include CRA's Director and Program Director. This position is primarily responsible for preparing and implementing CRA's Fund Development Plan, which identifies strategies for meeting financial goals for private contributions. The Development Director will work closely with CRA's Director, Board, Program and Operations staff to manage development work and to secure contributions. This position currently blends leadership, major gift, and planned giving roles as CRA seeks to simultaneously grow its major gift portfolio and build and strengthen a planned giving program. The ideal candidate will have experience in qualifying, cultivating, and facilitating the solicitation and stewardship of large gifts from individuals, community and family foundations, and corporate foundations. Affinity for CRA's conservation work in northern Michigan is a must; the Development Director will be interacting with passionate environmental and conservation advocates, as well as avid outdoor recreation enthusiasts and industry leaders.

Reports To: Director

Supervises: Annual Gifts Coordinator

Essential Job Functions:

Major and Planned Gifts –

- Manage and increase CRA's portfolio of major and planned gift donors and prospects including individuals, foundations and corporations; design and carry out cultivation and solicitation strategies, and ensure follow-up activities and stewardship. Provide timely and accurate reporting to funders. Facilitate relationships between program staff, management, and Board members with prospects and current donors. Travel, both locally and regionally, to meet with planned and major gift prospects and donors. Provide assistance with major gift prospects assigned to other development staff as requested.
- Manage Director's and Board members' interactions with key donors, including events, personal visits, solicitation, and follow up activities.
- Identify new prospects through working with program staff, Board members, and other donors, and through independent research.
- Write mission-compelling proposals, case statements, and articles targeted to audience.
- Oversee private sector proposal writing, including researching sources, maintaining a master proposal schedule, preparing proposal budgets, and doing debriefings.
- Ensure all contacts and follow up activities are recorded in CRA's database.

Development Team Leadership –

- Lead CRA's Fund Development program, including preparing 1- and 3-year Development Plans, goals and benchmarks, and implementation strategies.
- Create a planned giving program for review and implementation, including development of consistent marketing, gift agreement format, and legacy society framework.

- Provide overall direction and strategy for annual communications planning, carried out by members of the Development and Program teams.
- Maintain current knowledge of CRA's mission, programs, and fundraising priorities, including first-hand experience, participating in occasional field activities.
- Make presentations to individuals and groups about the work of CRA.
- Provide support for proposal writing and cultivation in public sector funding programs, led by the program team, and for stewardship of public sector funders. Interface with program staff and management to understand and guide the mixed-revenue stream goals and outcomes at CRA, which involve significant federal and state revenues.
- Set direction, and oversee all aspects of internal communications, workflow, training, and professional growth for CRA's development team, which includes the Development Director, Annual Gifts Coordinator, and part-time support from the Admin/Development Assistant.
- Assist in CRA's annual budgeting process.
- Provide semi-annual benchmarking reports to the Director and Board, and provide quarterly or monthly fund development updates to Board and staff.
- Periodically attend meetings/events of watershed committees and other constituencies to promote giving opportunities including planned and estate giving.
- Occasionally represent CRA in attending events hosted by other groups.

Knowledge, Skills, and Abilities:

- Strong passion and commitment to CRA's mission, values, and programs.
- Professional and pleasant demeanor, sense of humor.
- Team orientation, ability to communicate and work with all personalities.
- Proven experience securing major gifts.
- Strong skills and abilities in team leadership, recruiting, supervision and motivation.
- Experience with planned and estate gifting strategies and mechanisms.
- Knowledge of best practices for managing confidential materials and information.
- Excellent written and verbal communication skills, superb listening skills and effective presentation ability.
- Grant writing skills; track record of success with competitive foundation grant processes.
- Comprehensive knowledge of major gift development strategy, including prospect tracking systems and proper documentation standards.
- Experience using Salesforce or other CRM software.
- Knowledge of budgeting and financial processes.
- Communications planning skills and thorough knowledge of protocols for marketing, media, and digital communications.
- Strong initiative, judgment, and integrity.
- Essential decision-making skills; ability to assess how best to apportion time among donors and prospects, and to assess timelines for gifts.
- Proven ability to work independently with little or no supervision and to perform multiple tasks simultaneously. Proven ability to analyze, plan and meet deadlines.
- Willingness to travel regularly; ability to efficiently secure and schedule appointments, and use visits to advance relationships. Willingness to meet with donors in home environment.
- Ability to quickly compose compelling and interesting content for lay readers.
- Knowledge of CRA's target audiences and ability to effectively reach them.
- Strong skills and thorough knowledge of Microsoft Office Suite, Outlook, and Power Point.
- Understanding of non-profit operations and financial management.
- Understanding of and enthusiasm for conservation principles and themes at the local, state and national level. Working knowledge of the partners, donors and influencers in Michigan and ideally the Great Lakes is preferable.

Educational and Other Requirements

Bachelor's degree required and at least 5 years of fundraising experience.

Professional fundraising certification and education is preferred but not required.

Other Requirements:

In addition to the above requirements, all positions at CRA require the ability to read, write, speak and understand the English language as necessary for the position; the ability to follow written and oral instructions and the ability to interact positively with other employees and members of the public. Employees are also expected to possess and maintain a record of orderly, law-abiding citizenship, sobriety, integrity, and loyalty as it pertains to and reflects upon their employment. Employees must be physically and mentally able to perform the essential duties of their position without excessive absences.

Work Environment and Schedule:

This position requires regular travel, primarily within CRA's service area, with occasional travel state- and region-wide.

Flex time and tele-work may be utilized with permission of supervisor.

Physical Factors:

Work will be performed at indoor and outdoor locations.

Light hiking and occasional canoe or kayak paddling required for some outdoor events.

Compensation and Benefits:

Starting salary range \$65,000-75,000; consideration given to qualifications and experience.

CRA offers a full range of employee benefits including group health insurance; SIMPLE IRA with employer matching; combined paid time off; paid holiday; Flex time; a Section 125 Flexible Spending Account plan for pre-tax payments of insurance premiums, medical expense reimbursements, and dependent care reimbursements; and an incentive compensation plan.

Employment Status:

Fair Labor Standards Act – Exempt Position. It is the policy of CRA that all employees in this job classification are employed at the will of CRA and may resign or be dismissed with or without cause or notice at any time during employment.