



www.makewayforbooks.org  
700 N. Stone Ave.  
Tucson, AZ 85705  
Phone: (520) 398-6451  
Email: hrteam@makewayforbooks.org

Make Way for Books (MWFB) is a nonprofit 501(c)(3) organization dedicated to making a positive impact in our community by providing essential early literacy services in under-resourced communities of southern Arizona. Our mission is to give all children the chance to read and succeed. We rely heavily on fundraising to sustain our programs and services and are seeking an experienced and dedicated Director of Development to lead our fundraising efforts.

The ideal candidate will be a self-starter with experience in fundraising startup, who can propel a small but mighty fundraising program into a fundraising powerhouse.

We are looking for a doer with experience in professional fundraising, who is equally comfortable with the relational aspects of individual fundraising as well as someone who holds the technical knowledge in contemporary CRMs and affiliated technologies needed to implement multi-channel fundraising. As our Development Director, you will be responsible for designing and implementing a comprehensive fundraising program to include managing and cultivating relationships with donors and prospects, holding cultivation and VIP events, driving the annual campaign, and upstarting our major gifts and planned giving programs.

Here are a few of the benefits of working with us:

- 4 weeks of paid time off during your first year of employment (including a paid week of winter break), with additional PTO every year you work here
- Health, dental, vision, and life insurance - Retirement match (for full-time employees)
- Annual professional development provided

**POSITION DESCRIPTION:** Director of Development

**REPORTS TO:** Chief Executive Officer

**SUPERVISES:** Development and Grants Personnel

**FLSA STATUS:** Exempt

**CATEGORY:** Staff – Regular

**FULL TIME/PART TIME:** Full Time (1.0 FTE)

**GRADE:** 109

**SALARY RANGE:** \$67,393 - \$84,241

The Director of Development is responsible for planning and implementing a comprehensive fundraising program that includes major gifts, corporate and foundation giving, planned giving, and special events. The Director of Development works closely with the Executive Director and Board of Directors to develop fundraising goals and strategies and will collaborate across the organization.

#### **KEY RESPONSIBILITIES AND ACCOUNTABILITIES:**

- Year 1, Executing the Fundraising Plan designed by the organization.
- Year 2, the Development Director would lead the creation of the plan.

- Plan and execute the annual fund campaign and its multiple channels, including but not limited to direct mail, email, text, voice broadcasting, peer-to-peer, and social media components.
- Cultivate, solicit, and steward all annual fund donors and prospects, including developing strategies and goals for moves management to increase their annual giving.
- Maintain a high level of positive visibility for the organization in the community at large, in both Phoenix and Tucson metro areas.
- Formulate short and long-term strategies to meet revenue goals through grants, sponsorships, gifts, donations, and special events.
- Develop and maintain an understanding of Make Way for Books programs and activities to maximize donor participation in and support of the organization.
- Oversee the CRM administration and ensure value-added use for the organization, including proper use of the database and integration with other platforms to minimize data entry duplication between development and finance, maximize organizational efficiencies, and harness the power of these technologies. Ensure that the fundraising team is trained in the chosen CRM to enter data and generate queries, reports, and other data exports needed to track success and cultivate donors and prospects.
- Oversee gift processing and donor acknowledgements, ensuring that all donors receive timely acknowledgements of their gifts, both for tax reasons and relationship-building.
- Assess future fundraising resource needs for the organization.
- Seek out new fundraising opportunities and strategies to diversify/increase donors and maximize return on investment (ROI).
- Evaluate and report to the CEO and Board of Directors on the effectiveness of fund development strategies and activities, including reports for regular Board meetings.
- Work with the External Affairs Committee of the Board of Directors to drive board fundraising, ambassadorship, and thought leadership in revenue generation.
- Supervise development and grants personnel who support foundation, corporate, and government grant writing.
- Coordinate special events, including donor cultivation and VIP strategies, in collaboration with the CEO, Board, and staff members.
- Raise the visibility of our organization and increase engagements of key audiences.
- Make public appearances/accept speaking engagements to share information about Make Way for Books in the community.
- Articulate the organization's mission and serve as a key spokesperson and representative at community events, networking events, and tabling opportunities to increase the visibility and awareness of MWFB and its programs and mission.
- Engage in cross-collaboration with the MWFB team to implement targeted campaigns to meet fundraising priorities and goals such as direct mail, web-centric fundraising techniques, fundraising events, and special projects.

## **MINIMUM QUALIFICATIONS:**

- Bachelor's degree in Nonprofit Management, Business Administration, or a related field.
- 3 years experience in a similar professional leadership role.
- 5 years experience in nonprofit fundraising, with a proven track record of success in major gifts, corporate and foundation giving, and event planning.

## **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Self-starter with initiative, common sense, and sound decision making skills.
- Experience using a fundraising CRM (experience with Neon One CRM a benefit).
- Proficiency with social media and email marketing platforms.
- Exceptional communication skills, including effective writing and public speaking.
- Demonstrated initiative with donor solicitation & cultivation with excellent working knowledge of the ways donors can make charitable gifts, including cash, appreciated securities, real and personal property,

- charitable remainder trusts, bequests in a will or living trust, charitable gift annuities, etc.
- Strong leadership and management skills.
- Understanding of and commitment to the mission of Make Way for Books.
- Ability to communicate and drive results with a team of high caliber community volunteers.
- Reliable transportation and ability to work during evenings and weekends. Travel across Arizona will be required.

### **Physical Demands/Working Conditions**

- This position requires a minimum of 40 hours per week and occasional weekends and evenings.
- Must be able to work on-site to assigned location as requested by Leadership
- Intermittent physical activity including bending, occasionally reaching and lifting heavy boxes; prolonged use of a computer.
- Able to work in diverse weather for outdoor events: heat, cold and wind.

THE INTENT OF THIS POSITION DESCRIPTION IS TO PROVIDE A REPRESENTATIVE SUMMARY OF THE ESSENTIAL DUTIES PERFORMED BY INCUMBENTS OF THE POSITION. INCUMBENTS MAY BE REQUIRED TO PERFORM OTHER JOB-RELATED TASKS OTHER THAN THOSE SPECIFICALLY PRESENTED IN THIS DESCRIPTION.

### **PRE-EMPLOYMENT SCREENINGS**

Make Way for Books conducts pre-employment screenings for all positions, which may include a criminal background check, verification of academic credentials, licenses, certifications, and work history.

Make Way for Books does not and shall not discriminate on the basis of race, color, ethnicity, religion (creed), gender, gender expression, gender identity, age, national origin (ancestry), citizenship, economic circumstances, disability, marital status, familial status, sexual orientation, veteran status, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of programs and services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, and vendors. All MWFB staff members are expected to join with and uphold this commitment.