



Protecting the Common Waters of the Great Lakes Basin
Through Public Trust Solutions

Job Description Fund Development Specialist

DATE WRITTEN: January 2018

POSITION STATUS: Full-time 40-hour position, FLSA exempt and salaried position with some benefits including paid-time-off and health care benefits as to be determined by the board of directors.

POSITION SUMMARY: The FLOW Fund Development Specialist is responsible for implementing FLOW's fund development plan, targeting financial goals to support the fiscal year operating budget with a special emphasis on growing major donors and cultivating new foundation support. The Specialist will work closely with the Executive Director, President, Senior Advisor, Program Coordinator, Communications Consultant, Founder, board of directors, interns, and volunteers to manage development operations and to drive and increase contributed revenue from all streams. Securing face-to-face solicitation meetings, coordinating gatherings and events with major donors, and cultivating grant opportunities will be the primary responsibilities of this position. This is a grant-funded position, providing an exciting opportunity to help grow a dynamic and emerging water policy nonprofit in the Great Lakes.

RELATIONSHIPS:

- Reports to: Executive Director
- Supervises: None
- Works with: All FLOW staff, board, interns, volunteer coordinator, constituents, partners, and vendors.
- Employment is at-will

DUTIES AND RESPONSIBILITIES:

- Adhere to the Code of Professional Fundraising Ethics, APRA Code of Ethics and A Donor's Bill of Rights.
- Guide FLOW's efforts in meeting the goals laid out in our 2016 Fund Development Plan
- Implement comprehensive donor management process (utilizing CRM) to prioritize and track outreach efforts and follow up
- Work with the Executive Director and members of the board to determine quarterly priorities and action plans for cultivating existing donor relationships and pursuing new streams of funding

- Strategically engage FLOW staff, board members and volunteers to connect with donor base in an effective and efficient manner
- Provide targeted monthly (or quarterly) funding updates to stakeholder groups (staff, board, other)
- Work with FLOW staff and board members to develop short and long term goals for expanding the geographical reach and awareness of FLOW
- Develop and maintain strong relationships with donors, prospective donors, board members, volunteers, all representatives and supporters of FLOW, and local community members, organizations, and businesses.
- Help identify prospective individual and corporate funders and secure face-to-face solicitation meetings for Executive Director and key board members.
- Identify prospective major gift donors and move them through the process from discovery to stewardship, including the coordination of gatherings and events with major donors.
- Facilitate the tracking and evaluation of results against stated objectives to assure that goals are met or exceeded each year.

Major Gifts

- In collaboration with the Executive Director, develop an overall plan and direction for local major donor activities, with an associated work plan detailing short and long-term goals, specific action steps, and deliverables, and a process for monitoring and evaluating the success of the major gifts program.
- Develop an ongoing communications plan for prospects and donors.
- Collaborate, write, edit solicitation letters.
- Manage and monitor contacts in CRM to ensure positive and purposeful prospect and donor relations.
- Organize face-to-face donor meetings and gatherings as needed.

Annual Giving

- Work collaboratively with the Executive Director, staff, board, and Development Committee to plan and execute annual giving programs.
- Assist with the planning, development, and implementation of a strategic plan of action with objectives, timelines, and evaluation measures for the Annual Fund program that includes identification, cultivation, solicitation, and stewardship of constituents.
- Prepare, with Program Coordinator, solicitation materials and lists for delivery to vendors.
- Coordinate with Program Coordinator and vendors to ensure timely delivery of direct mail according to solicitation schedule.
- Prepare internal and external reports using NEON CRM database and work with Executive Director to measure progress against stated goals and objectives.

- Ensure that gifts and grants are securely and promptly received, and send acknowledgement receipts and thank you letters in a timely manner with maximum efficiency.

Grants

- In collaboration with the Executive Director, identify new foundations aligned with FLOW's mission, assist in cultivating old, current, and new foundation relationships.
- Edit and collaborate on grant applications, letters of inquiry, and interim and final grant reports.
- Manage grant application process from beginning to end in collaboration with staff.

Events, Crowdrise, Community Engagement & Other Related Fund Development

Responsibilities

- Identify, organize, and execute key select annual events designed to cultivate new and to sustain long-term donor relations.
- Create and implement online strategy for web-based fundraising campaigns, including CrowdRise.
- Contribute to bi-monthly e-news with a special focus on donor/human interest storytelling.
- Analyze social media analytics to evaluate targeted marketing and messaging campaigns.
- Evaluate switching to a new CRM database, and manage the migration process.
- Identify relevant community events and activities and facilitate participation from staff, board members and volunteer
- Cultivate relationships and partnership opportunities with staff from other local organizations doing complimentary work

WORKING CONDITIONS:

This position will be based at FLOW's downtown office in Traverse City, MI, and will require occasional nights and weekends for events and gatherings.

REQUIRED KNOWLEDGE AND EXPERIENCE:

Bachelor's degree required and a minimum of 3 to 5 years in a fundraising, marketing, or community organizing position. The ideal candidate will be able to demonstrate an understanding and commitment to FLOW's mission to protect the common waters of the Great Lakes Basin. Prior nonprofit experience is desirable. The Fund Development Specialist will exhibit personal and professional characteristics that include, but are not limited to, superior verbal and written communication and problem solving skills, strong familiarity at the local and regional level, generalist fundraising knowledge and skills, ability to work effectively with limited administrative assistance, sound judgment, ability to engage in the community on behalf of FLOW, willingness to travel, and possession of a working knowledge of Microsoft Office programs. Knowledge of NEON or similar CRM database required.

ABOUT FLOW

Everything we do is reflected in our name: For Love of Water or simply “FLOW.” Our mission is to safeguard the Great Lakes, the planet’s largest freshwater lake system and the very lifeblood of the Midwest, by advancing public trust solutions and cutting-edge policy work. Through our targeted policy initiatives, FLOW has built key partnerships with state and regional Great Lakes groups, leveraged our expertise to influence agencies and impact state and federal legislation, and grown to be a trusted source of current information on issues affecting our freshwater seas. For more information about FLOW’s history, programs, staff, or board visit:

www.FLOWforWater.org. FLOW is an equal opportunity employer and will not discriminate in employment, promotions, or compensation on the basis of race, sex, color, religion, national origin or ancestry, age, marital status, handicap, or veteran status.