



Resource Cultivation Director

Classification: Full Time Exempt

Reports to: Executive Director

Summary

The Resource Cultivation Director (RCD) will carry out Court Appointed Special Advocates (CASA) mission by demonstrating effective communication skills and expertise in managing, directing, and implementing development strategies that will increase sustainable funding. The RCD supports the Executive Director in implementing a major gifts program, in conducting the annual giving campaign, in soliciting capital and planned gifts and in meeting the goals of the 2022 Three Year Strategic Plan. As a member of the agency's senior leadership team, the RCD must believe in and promote CASA's mission and act in accordance with CASA's policies and procedures.

Essential duties and responsibilities of the Development Director are as follows:

- Responsible for all donor relations, acknowledgement, and stewardship.
- In conjunction with the Executive Director, provide leadership to the Board of Directors as outlined in the 2022 Three Year Strategic Plan. Cultivate, train, and support the Board of Directors and other volunteers in fundraising.
- Establish and maintain relationships with individuals, foundations and corporate donors and prospects.
- Research and develop diversified fundraising strategies to meet defined financial goals.
- Maintain and manage a portfolio of major gifts prospects. Assist in the monitoring of portfolios for the Executive Director and the Board of Directors.
- Set up and coordinate with the Executive Director meetings for individual, foundation and corporate donors and prospects in face-to-face visits to cultivate, solicit and steward support for CASA.
- Oversee the management, accountability, and reporting of all donor information; ensure that donors' records are up to date and secure in Salesforce.
- Participate in the planning and execution of fundraising events and donor recognition and seek sponsorships for these events.
- Recommend fund development policies and procedures based on best practices.
- Seek out new foundation sources and provide to Executive Director.
- Establish performance measurements that monitor results and evaluate the effectiveness of CASA's fund development program.
- Act as a liaison for externally coordinated fundraising events where CASA is the beneficiary.
- Coordinate retention events for volunteers and their CASA children, securing activity and funding.

Professional Qualifications Required:

- Minimum of 3 years comprehensive experience in the fundraising profession or 5 years comprehensive experience in the sales profession.

- Demonstrated supervisory skills in a non-profit organization: interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Demonstrated track record in essential development skills: annual fund, capital campaigns, planned giving, foundation grants, corporate sponsorships, and special events.
- Enjoy working with many types of individuals and projects simultaneously.
- Able to work collaboratively in a team environment.
- Experienced at prospect research and developing contact/networking strategies.
- Proven track record of increasing donations, longevity and motivation of donors and candidate's specific responsibility in that effort.
- Vision and skill to see potential and opportunity.
- Extremely organized and motivated problem solver with solid execution.
- Creative thinking with a willingness to examine current strategies and consider the potential for new and updated fundraising programs and events.
- Highly developed interpersonal skills that include meeting people with ease, integrity, assertiveness, confidence, and an ability to thrive on challenges while retaining a sense of humor under pressure.
- Persistent and diplomatic in encouraging volunteers to reach fundraising goals.
- Knowledge regarding social media in relation to fundraising and marketing.
- Experience with strategic planning.
- Strong understanding of basic non-profit accounting and financial management, including planning and budgeting.
- Excellent written and oral skills with direct experience writing successful correspondence, proposals, and grant applications and in delivering presentations to groups of various sizes.
- Ability to work with cloud-based systems and experience in using donor or client tracking software.
- Proven ability to work independently.

Preferred Qualifications:

- Bachelor's degree (B.A., B.S., BBA) preferred, but not required.
- Certified Fund-Raising Executive.
- Knowledge of the philanthropic community in the Corpus Christi area.
- Mathematical skills necessary for preparing budgets, analyzing financial reports, projecting revenues and expenses and reviewing grant reports.
- Experience working with Board committees and volunteers.
- Experience with Salesforce database system.

This is a Full Time Exempt position requiring flexibility to work evening and weekend hours as needed for meetings, events, or projects. Benefits are provided as follows: health insurance, retirement at 3 years vested, paid holidays and paid leave.

EQUAL OPPORTUNITY STATEMENT: It is the policy of CASA of the Coastal Bend to implement affirmatively equal service to applicants without regard to race, religion, sexual orientation, group, age, gender or national origin.