



Job Announcement
Development Director

About This Important Position

CNPS is a foundational conservation organization that celebrates and saves California's globally important plants and places. CNPS is powered by 10,000 members in 35 chapters across California and Baja California, with 30+ staff and numerous contractors supporting the organization and its programs.

As Development Director, you will support urgent and essential work to protect our environment, save wild places, and build community. This is a senior position reporting directly to the CNPS Senior Director of Communications and Engagement and working closely with the Executive Director, and managing a team of employees, contractors, and vendors.

CNPS is blessed to receive strong, consistent support from an enduring community of true believers. It is a strong and successful system, built on honesty and partnership with donors who have shown they are enthusiastic to do even more. The Development Director is instrumental to ensuring CNPS continues to appreciate and engage those who wish to help advance our mission, even as we continue to grow. This is a team effort and you will work with brilliant colleagues, be supported by committed staff, and partner with an Executive Director who is an engaged and effective fundraiser.

Essential Duties and Responsibilities Include the Following.

Strategy and Leadership

- Working with the Senior Director of Communications and Engagement and the Executive Director, develop overall strategy for CNPS fundraising initiatives, including: online acquisition; major gifts and planned giving; annual appeal and fundraising campaigns; events; and grants.
- Lead the development team, including: training, managing, and evaluating 2-4 employees; communicating with contractors and vendors; and supporting the Fund Development Committee to engage board and leadership volunteers in CNPS fundraising.
- Collaborate with the Senior Director of Communications and Engagement to make use of information technologies and digital pathways to advance CNPS fundraising.
- Contribute to the overall leadership of the organization as a member of the management team.

Members and Donors

- Work to ensure that CNPS is maximizing new recruitment and conversions across all channels. Regularly evaluate systems and processes to ensure maximum efficiency and revenue with a keen eye on retention and recovery processes. Implement new retention and recovery techniques as needed.
- Supervise staff to insure timely processing of memberships and donations, accurate documentation in the database and files, and swift and robust gift recognition.
- Ensure timely reporting into CNPS's Raiser's Edge database of donors, including activities such as meetings, phone calls, solicitations, and acknowledgment of gifts.
- Working closely with the Executive Director, ensure CNPS is communicating proactively with our biggest donors, proactively communicating our impact and encouraging increased giving over time. Support personalization of major donor appeals, related correspondence, and stewardship outreach.
- Incorporate personalized touches throughout, to help cultivate, retain, reinstate and upgrade donors.
- Work with the Senior Director of Communications and Engagement to conceive and execute focused campaigns to expand membership and donations, such as membership partnerships with other NGOs, media, or corporations; monthly giving initiatives; special giving level upgrade drives.
- Personally steward donor and foundation relationships through email, phone, and in-person visits.

Appeals and Campaigns

- Manage direct mail fundraising efforts from beginning to end. Create draft letters; segment mailing; coordinate with vendors; work with Executive Director to expeditiously thank donors; analyze results.
- Manage Annual Giving, including but not limited to concept development, materials development, solicitations, tracking, acquisition programs, on-line appeals, and employee giving programs.
- Working with your staff, expand planned giving for CNPS and appreciate our 150 existing Legacy Donors.

Foundations and Grant Development

- Grow the CNPS grant portfolio by working with the Executive Director to identify foundations, communicating with foundation staff, working with program staff to draft letters of intent and proposals, and managing development staff to maintain reporting calendars and generate reports to funders.
- Perform other functions as needed.

The Ideal Candidate Will Have the Following Experience and Qualifications

- At least 5 years' experience as a successful fundraising professional with increasing responsibility, and a track record of increasing donor giving over time.
- Experience managing fundraising programs and campaigns, with focus on major donors, membership, and planned giving a plus.
- Proven ability to develop, implement, assess, and improve upon a successful, comprehensive donor program including major gifts, annual giving, events, grants, and membership.
- Strong proofreading and writing skills, with an emphasis on producing engaging and informative donor stewardship materials and strong grant proposals.
- Demonstrated ability to clearly relate an organization's mission and programs with funders' priorities.
- Disciplined self-starter who thinks entrepreneurially and can set and achieve goals.
- Ability to prioritize projects, meet deadlines, manage several projects simultaneously and work well under pressure, while keeping a positive attitude.
- Ability to analyze multiple data sets for the purpose of determining effectiveness of fundraising activities, identifying trends, and developing new strategies for future growth.
- High level of digital literacy (Microsoft Office Suite, GoogleDocs) and expert-level user of donor databases -- Raiser's Edge and Luminare a plus.
- Knowledge of and experience with conservation funding. Connections to potential funders is a big plus.

Additional Job Requirements

- Work requires travel to beautiful sites throughout California. Work travel is reimbursed.
- Some evening and weekend work is required to meet deadlines or to participate in meetings.
- This job requires prolonged sitting, use of computer and mouse. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- A valid California driver's license is required, with proof required annually.

CNPS Supports Those Who Save California's Remarkable Natural Treasures

CNPS is headquartered in Sacramento with satellite staff in other locations. Remote candidates are encouraged to apply, but must be able to meet with the Senior Director of Communications and Engagement and CNPS staff in Sacramento weekly.

CNPS offers competitive compensation commensurate with experience, medical insurance, dental and vision insurance, life insurance, as well as generous leave time and 401(k) Plan with employer matching contribution. As an organization that treasures natural diversity, CNPS is an Equal Opportunity Employer and candidates from diverse backgrounds are strongly encouraged to apply.

To Apply

Please submit application to jobs@cnps.org with email subject line "*Development Director application.*" Review of applications will begin April 2 and continue until position is filled.