



Title: Director of Development
Reports to: Chief Development Officer
Hours: 40 hours/week, flexible hours, occasional evening and weekend work required.
Salary: \$90,000 - \$95,000 based on experience
Benefits: Medical, vision, and life insurance provided plus 401k
Leave: 7 Paid holidays + weekdays between Christmas & New Year's Day, & 120 hours PTO

Diversity, Equity, and Inclusion are important values of The Trail Conservancy, and we encourage diverse individuals to apply.

The mission of The Trail Conservancy is to protect, enhance, and connect the Butler Trail at Lady Bird Lake for the benefit of all.

POSITION OVERVIEW

The Development Director is critical to the development team and leads and executes all fundraising around memberships, annual giving, and sponsorships. This role will report to and closely collaborate with the Chief Development Officer to build and grow effective major gifts and annual giving programs, including statistical reporting and analysis, donor/prospect research, and relationship management to meet the annual operating and project goals. The successful candidate will excel at building strong relationships to acquire and grow a portfolio of individual donors and members. Additionally, the director will lead corporate relationships for the Trail's programs, events, and ecological restoration projects. The director will represent TTC at community events focused on building networks, relationships, and funding for the Trail. The director will supervise the Development Manager, a part-time Development Coordinator, and a part-time Stewardship Associate.

IDEAL CANDIDATE:

- 7+ years of nonprofit development experience with knowledge of nonprofit fundraising and best practices for annual giving, memberships, and corporate sponsorships
- Demonstrated success at developing and preparing proposals, securing commitments, and reporting
- Excellent written and verbal communication skills and a 'zero-defect' standard
- Excellent organizational skills, including the ability to manage multiple tasks and projects simultaneously and meet deadlines
- White-glove approach with donors and key stakeholders across all touchpoints

POSITION RESPONSIBILITIES:

Individual Giving & Major Gifts:

- Manage a portfolio of Major Gifts donors and prospects focused to raise restricted and unrestricted funds for operations, maintenance, projects, and programs
- Develop compelling materials and collateral to position the mission and impact of TTC to donors
- Serve as principal liaison to Marketing for the annual gala and auction, raising unrestricted funds through sponsorships, table sales, in-kind and auction item donations, and more; collaborate with Marketing on program planning and communications for the gala

- Activate and grow the Cypress Circle, TTC's core membership program
 - Recruit and manage Cypress Steering Committee
 - Plan and execute two annual receptions for Cypress Circle and prospects
 - Plan and execute a series of intimate cocktail parties hosted by Cypress members for networking and growing the program
 - Explore partnerships to enrich Cypress membership
 - Establish monthly Cypress Circle outreach to collective membership
 - Grow Cypress members from \$1,000 to higher levels of annual giving; cross-sell to gala and other support areas
 - Identify and develop a pipeline of prospects for Conservation Circle and planned giving
- Lead the bench adoption program
 - Create compelling collateral and thoughtful marketing plans for the bench program
 - Develop relationships with bench donors to grow for annual giving, planned giving, endowment, and more
- Create opportunities to speak to prospective annual fund donors about TTC and ways to support the Trail (i.e., condo HOAs, neighborhood associations, corporate groups)

Corporate Programs

- Lead sponsorship programs for all events (Maudie's Moonlight Margarita Run, Twilight on the Trail, etc.), programs (Earth Day, holidays, Music on the Trail, etc.), eco programs, and more
- Oversee invoicing and tracking and ensure sponsorship benefits are fulfilled
Deliver Impact Reports to demonstrate the impact of investment; track holistic corporate involvement and employee engagement across all programs and engagement opportunities
- Develop and launch a "Sponsor-a-Mile" program to raise unrestricted funds for operations and maintenance
- Manage Day in the Dirt corporate volunteering sales and oversee invoicing and fulfillment
- Explore other revenue opportunities with corporate groups
- Oversee corporate foundation application and reporting process with Grants Associate

Donor Relations:

- Develop and implement an integrated donor relations program to thank, steward, and cultivate existing donors
- Serve as liaison for sponsor volunteer events such as Day in the Dirt
- Serve as an active prospect identifier, targeting prospects for personal visits and moving annual donors through the donor pyramid into the next giving level. Make creative connections between and among people, events, programs, and their associated circles
- Establish and manage information tracking processes, including acknowledgment, recognition, and ongoing communications with donors using the donor database
- Work with CDO to design and implement an annual stewardship plan; oversee implementation across roles
- Maintain donor communications, including EOY appeals, direct mail strategies throughout the year, thank you letters, emails, and more

Other Duties:

- Directly supervise the Development Manager and Development Associate (PT); dotted line to Operations Associate (PT Development); manage projects with the Grants team, as needed
- Set fundraising goals across programs for own and direct reports' portfolios
- Manage and oversee regular revenue reporting, including weekly, monthly, and annual reports on giving activity

- Establish a moves management process for managing donor relations and prospects and track in the CRM system
- Oversee budgets, progress, deadlines, goals, and objectives related to responsibilities
- Support annual audit as needed; support and attend TTC events as needed
- Participate in and attend Development Committee, Communications and Events, Ecological Restoration, and Projects committee meetings, as assigned
- Special projects as needed; other duties as assigned

APPLICATION PROCESS

- Applications should be sent to: resumes@thetrailconservancy.org (applications submitted through an external site will not be considered)
- Include a cover letter, three references, and a resume
- Please do not contact staff directly. No phone calls