



Wilderness Leadership & Learning (WILL) Associate Director of Development Position Description

WILL is a transformative, holistic, 12-month experiential learning, youth leadership, and life skills development program for District of Columbia youth from underserved/under-resourced neighborhoods. WILL's mission is to provide diverse growth experiences and challenging learning opportunities to inspire youth to make good decisions, become effective leaders, and achieve their goals. 2023-2024, will mark WILL's 20th year providing quality positive youth development programming for DC youth.

WILL seeks its first-ever Associate Director of Development (AD) to join the team. Reporting to our President, the AD will bring a passion for our programming paired with a high level of development expertise and strategic thinking to drive revenue and build long-term and exponential growth opportunities for WILL.

WHY YOU WANT THIS JOB:

Just like everyone involved with WILL, you believe that all youth have greatness inside of them. Through experiential learning, self-empowerment, leadership, and life skills programs, WILL provides youth the opportunity to unleash their full potential. You wish to join a dynamic organization doing this work and is considered one of the best community-based nonprofits in the DMV. You seek to run a development operation from "soup to nuts"; leveraging a recently completed development plan to create and execute the first year of a structured development strategy for WILL. You enjoy the administrative nature of fundraising and excel in the relationship-building necessary to succeed in development. You also believe in the adage: "What gets measured, gets managed," and can hold yourself accountable to partners, funders, and your team members as you lead the fundraising efforts and help WILL grow and deliver its mission and programming to more youth.

HOW YOU WILL DO THE JOB:

Working 40 hours a week in the DC Metro area, you will manage and nurture WILL's current philanthropic revenue portfolio and donor base, and be a lead strategist and play an integral role with WILL's President and Board in growing revenue and the total donor base. This role reports directly to Founder and President, Steve Abraham. The AD is responsible for developing, executing, and analyzing WILL's annual development plan and representing WILL to individual and institutional donors. In addition, the AD will manage, build, and execute WILL's grant writing and reporting process. Finally, the AD will analyze and fine-tune communications, ensuring WILL is optimizing its messaging at every opportunity.

This position will work both out of their home in DC or the Maryland or Virginia suburbs as well as WILL's Office at 1140 Connecticut Avenue, NW, Washington, DC.

The primary responsibilities include, but are not limited to, the following:

Leadership and Development Strategy:

- Collaborate with and support WILL's overall leadership as a member of the leadership team
- Serve as a staff leader and development expert to the WILL's Board of Directors

- Manage and execute WILL's annual development and stewardship plans to achieve annual revenue goals and to generate funding to support WILL's programmatic operations and growth
- Update existing development and stewardship plans with new ideas, industry best practices, and data-driven analysis

Individual Donor Stewardship and Management

- Partner with WILL's President to identify, cultivate, and solicit individual donors for major gifts
- Manage and develop existing initiatives, appeals, and campaigns focused on targeting new donors and stewarding existing donors
- Execute the donor stewardship process (i.e., acknowledgment letters) and other donor stewardship campaigns to connect donors to the mission of WILL and foster a sense of community
- Help develop creative and mission-centric fundraising messaging that articulates the special role and impact of WILL's work

Event Fundraising

- Collaborate with WILL's President in the development and implementation of concepts, themes, and formats for the WILL Power Party (WPP), WILL's signature fundraising event, to engage supporters, increase brand awareness, and grow revenue
- Oversee all aspects of the WPP including budgets, communication, fundraising software, and vendor, venue, consultant, and volunteer coordination prior to, during, and after the event to ensure flawless efficiency and optimal attendee and sponsor experience
- Develop and manage the WPP host committee in garnering event revenue including sponsorships, ticket sales, and in-kind and auction items
- Ensure WPP promotion, logistics, and follow-up are professionally planned and implemented
- Manage WPP invitation and guest list processes
- Lead post-WPP activities, including, but not limited to, debrief meetings, recognition of key constituents, financial reporting, and data transfer

Foundation and Corporation Relations

- Manage and nurture relationships with existing foundations/corporations
- Author compelling grant proposals and complete grant reporting processes in a timely and efficient manner
- Research and develop relationships with potential foundation/corporate funders

Fundraising Operations and Gift Entry

- Design and update a regular progress-to-goal report and development dashboard for WILL's President and Board of Directors
- Execute high-quality gift entry and revenue tracking to ensure accurate and thorough documentation of all development activities
- Ensure integrity and accuracy in all records and reports in WILL's CRM

HOW YOU KNOW IF YOU CAN DO THE JOB:

- You possess 5-7 years of fundraising experience; meeting, and exceeding revenue goals
- Demonstrable experience and success as a fundraising generalist, with hands-on practice at major gifts, annual giving, institutional giving/grant writing, corporate partnership building, special events, and online giving campaigns
- Experience managing and improving development operations, ranging from CRM management to budget monitoring to gift processing
- Experience working with volunteers of all levels, and liaising with contractors and consultants
- Working knowledge of databases for donor and revenue management

HOW YOU KNOW WILL IS THE RIGHT FIT FOR YOU:

- You are eager to build a development program from the ground-up; leveraging a solid foundation while recognizing the opportunity to be instrumental in the development of WILL's fundraising strategy and execution
- You are excited for the opportunity to promote and embody WILL's 20-year history of demonstrated positive youth development
- You have a commitment to WILL's mission, vision, and values
- You are self-motivated, a strategic thinker, and can work independently
- You have awesome project management skills, with a knack for working backwards from deadlines and can deal with curve balls thrown at your work plan
- You have keen attention to detail, a love of creating and adhering to organizational systems, and are not satisfied until you have produced a high-quality work-product
- You possess a high level of integrity and manage and keep confidential sensitive information about donors, partners, and beneficiaries
- You are reliable and a friendly communicator who reaches out and follows-up with professional persistence
- You are a creative thinker and willing to test out new ideas

Hours of Work, Holidays, and Other Benefits

- Salary range of \$75,000 - \$85,000
- Full-time 40 hours per week, work hours generally from Monday – Friday, 9 AM – 6 PM
- Generous PTO (vacation, personal days, and holiday schedule)
- Health insurance (medical)
- Retirement benefits

HOW TO APPLY FOR THIS JOB:

Candidates should send the following (with "WILL Associate Director of Development Application" as the subject) to steve.abraham@will-lead.org. **Applications are not complete and nor reviewed until all items have been submitted:**

- Current resume
- A cover letter with:
 - Salary range expectations and
 - Available start date
- A writing sample that is authored solely by the candidate and relevant to fundraising work, like a thank you letter or a follow-up email after a donor meeting
- An example of another strategic communication to a volunteer or board member authored by the candidate like an example of a program or campaign report that the candidate has written to answer a question, give strategic advice, or solve a problem

As a condition of employment, all persons offered employment with WILL must pass a background check and must be fully up to date with their COVID-19 vaccinations. As defined by the CDC, one is up to date with one's COVID-19 vaccines when you have received all doses in the primary series and booster(s) when eligible. Proof of such vaccination must be provided to WILL as a condition of employment with WILL.

Wilderness Leadership & Learning, Inc. is an Equal Opportunity Employer. Wilderness Leadership & Learning does not discriminate on any basis protected by law, including, race, religion, color, sex, sexual orientation, gender identification, age, national origin, or disability.