



## Director of Development

Since its founding in 1877, The Fresh Air Fund, a not-for-profit youth development organization, has provided free life-changing summer experiences in the outdoors to more than 1.8 million children from New York City's underserved communities. Young people also participate in year-round leadership, career exploration and educational programs. For more information, visit [www.FreshAir.org](http://www.FreshAir.org).

**The Fresh Air Fund (The Fund) seeks an experienced fundraiser and strategic leader** to join the team as Director of Development.

### Position Summary

The Director of Development (Director) works in close partnership with the Chief Development & Communications Officer (CDCO) to lead fund development strategies and functions of The Fresh Air Fund. The Director is directly responsible for overseeing the strategic revenue areas of individual giving including direct marketing, annual giving and major gifts, and foundation relations, as well as development operations. The Director will represent The Fund with external stakeholders including major donors and foundation program officers. The Director works directly with the CEO and members of the Board to identify, cultivate and solicit prospective donors and funding organizations. The Director works with colleagues across the organization to understand programmatic priorities that are potential funding opportunities, as well as to guide colleagues on developing relationships with potential funders.

The Fresh Air Fund is currently in a strategic planning process in advance of its 150th anniversary in 2027. The strategic plan will help solidify future revenue goals and will likely lead to a capital campaign. The Director of Development will work closely with the CEO and CDCO to employ the strategic plan to facilitate conversations with donors and potential donors and will be a key collaborator in the design and implementation of a future capital campaign.

The Director reports to the CDCO and is a member of The Fund's Leadership Team. The Director manages the Annual Giving Manager and Institutional Giving Coordinator, as well as the Development Operations team comprised of two Development Associates. Additional direct reports may be added.

### Responsibilities:

- Develop a clear understanding of The Fund's strategic priorities to identify, cultivate and solicit prospective individual and foundation donors whose philanthropic interests match The Fund's needs.
- Lead the organizational strategy in building and maintaining relationships with individual and foundation donors; manage a portfolio of donors and support the CEO and CDCO in their cultivation of and relationship-building with current and prospective donors.
- Oversee Direct Marketing agency relationship in coordination with the Annual Giving Manager; in partnership with agency, set strategy, monitor progress and adjust strategy based on results; coordinate closely with the Communications teams to highlight data and stories that best demonstrate the impact of The Fund's work.

- Oversee donor cultivation events and opportunities; proactively engage donors and prospective donors in visiting The Fund's programs during the summer months as well as during year-round activities.
- Work with CDCO to set realistic revenue and performance short and long-term goals.
- Represent Development and funder needs in conversations about programmatic metrics to ensure impact results of The Fund's programs are presented appropriately and compellingly in proposals and reports.
- Prepare or oversee preparation of all proposals, requests and reports for Major Donors and Foundations.
- Oversee all development operations and data management, fostering a donor-centric culture of operational excellence and assessing systems improvements with an eye towards increased accuracy and efficiency.
- Guide and mentor junior Development staff members and seek opportunities to engage them in professional development.
- As a member of the Leadership Team, promote and help lift and lead an organizational culture of inclusion, excellence, adaptability, efficiency, continuous improvement, effective decision-making and innovation.

#### **Qualifications:**

- A pronounced and profound passion for The Fresh Air Fund's work and mission as well as curiosity and excitement about collaborating with program colleagues to articulate the value of The Funds' programs to funders.
- A minimum of 7 –10 years of experience in raising funds for nonprofit organizations with a demonstrated record of success.
- Experience with securing six and seven-figure gifts from individual and institutional donors.
- Excellent written and verbal communication skills; ability to present The Fund's programs and needs to prospective donors and funders in a clear and compelling manner.
- Experience managing teams and developing effective working relationships with Board members, volunteers, donors, foundation program officers, and colleagues.
- Experience working with a direct marketing program including mail and digital efforts.
- Ability to balance competing priorities, complex situations and tight deadlines.
- Exceptional organizational, analytical and problem-solving skills.
- Experience with CRM/donor management systems; experience with Salesforce a plus.
- Bachelor's degree required.

***The Fresh Air Fund requires all employees to be fully vaccinated against COVID-19, or to apply for reasonable accommodation.***

#### **Salary & Benefits**

The salary range for this role is \$130,000-150,000 commensurate with experience. The Fresh Air Fund offers a generous benefits package including medical, dental and vision insurance, flexible spending accounts, commuter benefits, and employer and employee retirement contribution plans.

#### **Application Instructions**

To apply, please submit a [Director of Development application and cover letter](#). **Applications without a cover letter will not be considered.** Please note that applications will be reviewed on a rolling basis. No calls or recruiters, please.

*The Fresh Air Fund is proud to be an equal opportunity employer, committed to inclusive hiring, and dedicated to diversity in its work and on its staff. We strongly encourage candidates of all identities, experiences, orientations and communities to apply.*