

## **Director of Development and Outreach**

### Position Summary

The CARE Director of Development and Outreach will design and implement a strategic fund-raising plan for the organization in cooperation with the CARE Board of Directors and other volunteers and supporters. The Director will also develop strategies for reaching appropriate segments of the surrounding community to communicate the CARE vision and mission in an effort to recruit new supporters and volunteers.

### Strategic Fund-Raising

The director is accountable for qualifying, cultivating, soliciting and securing donations and contributions, meeting or exceeding fund development targets established in the annual budget process, and supporting board members and volunteers in doing the same. Responsibilities include:

- Developing an overall strategy for obtaining increased financial support, specifying a healthy mix of sources, including, but not limited to individual and corporate donors, revenue-generating events, grants from foundations and government agencies, and income from the services CARE provides.
- Identifying procedures for developing, enhancing, and maintaining the donor and volunteer database.
- Developing a “target” list of potential contributors, business donors, and supporters, to include current and recent donors and soliciting names from the CARE Board and volunteers.
- Developing and implementing a strategy for building and maintaining relationships with key current and potential donors, and successfully securing donations from same.
- Training Board members and other volunteers on how to approach potential individual and/or corporate contributors and accompanying them during such endeavors.
- Developing and implementing a donor appreciation process, including ensuring that such potential contributors receive thank you notes and ongoing updates on CARE activities, and organizing donor appreciation events.
- Planning and executing revenue-generating community events with volunteer support.
- Researching potential foundation and government grants and assisting CARE volunteer grant writer to gather supporting materials and package applications.

### Community Outreach

The Director will work with the CARE Board, the CARE Marketing team, and other volunteers to utilize multiple approaches to tell the CARE story and recruit new supporters and contributors. These will include:

- Preparing and implementing a strategic outreach plan to reach the diverse communities within Chatham County and beyond.
- Maintaining active membership in local Chambers of Commerce and community organizations such as Rotary, Ruritan, and the like, and developing relationships with community and government leaders.
- Enhancing and maintaining the CARE website and developing social media strategies to increase visibility.
- Developing monthly e-newsletters and distributing regular updates on CARE activities.
- Developing compelling materials to be used in all aspects of fund-raising and other outreach activities.
- Developing relationships and executing a plan for regular communication with local media contacts.
- Preparing a PowerPoint presentation and collateral for public appearances, and training Board members and other volunteers on effective presentations.

### Qualifications

- Bachelor's degree in Communications, Business or related field
- Minimum of three years of experience in fund-raising and/or community outreach
- Minimum of one year of experience working in the non-profit sector
- Experience in development and successful execution of fundraising strategies
- Excellent communication skills, including the ability to successfully communicate with and manage volunteers
- Excellent time-management skills, including the capacity to handle multiple tasks simultaneously
- Passion for rescuing animals, telling their stories, and raising funds to support them

### Equal Opportunity

CARE does not discriminate on the basis of race, sex, color, national origin, or disability; we encourage applications from minorities and women, and are prepared to make reasonable accommodations for qualified persons with a disability.