



The Palo Alto Art Center Foundation seeks a dynamic and organized professional for the role of DIRECTOR OF DEVELOPMENT.

Position Summary:

The Palo Alto Art Center Foundation (PAACF) seeks a dynamic, high-energy, experienced fundraising professional who is passionate about the arts. Your enthusiasm and professionalism, paired with our strong programs, excellent community reputation, and engaged staff, board, and constituents will provide the key elements for impactful philanthropic engagement. You will join PAACF at a critical juncture in its successful institutional history as it continues to professionalize its operations, data, and fundraising efforts.

The Director of Development will work in concert with the PAACF Board of Directors, the Art Center Director and staff, the Business and Operations Manager, and the Development Coordinator to ensure that the PAACF has the financial resources to achieve its mission to expand the reach and impact of the Palo Alto Art Center. The primary role of the Director of Development is fundraising, coordinating the identification, cultivation, and stewardship of donors through membership, donor circles, individual giving, and events.

Responsibilities:

Development Planning and Strategy

- Develop and implement an annual development plan, which includes growing the membership program, major gifts and annual appeals in cooperation with the PAACF Board of Directors and Emeritus Board
- With key staff and PAACF leadership, strategize, implement and evaluate direct mail campaigns (currently two annually), with complementary email and social media components.
- Work with the Board leadership and Art Center Director to build commitment and accountability among team members and Board of Directors in their fundraising goals

Events

- Plan, coordinate, implement, and evaluate a variety of special events annually, currently including one Alliance event (for annual donors of \$5,000 and up), three annual Circle events (for annual donors of \$1,250 and up), one annual Activist event (for annual donors of \$250 and up), as well as quarterly Friday Night at the Art Center events and exhibition previews for members.

- Develop and implement a post-event strategy to promote effective philanthropy with visitors and supporters.

Membership and Donor Circles

- Regularly support and expand membership and donor circles. In partnership with Board of Directors, actively work to upgrade members to higher donor levels.
- Regularly conduct campaigns to reengage lapsed members.
- Coordinate membership satisfaction surveys and focus group research as needed, and implement appropriate changes.
- With a contract designer, update membership materials and develop promotions to encourage participation.
- Prepare written donor correspondence, invitations, thank-you letters, and related communications.
- Support Board of Director's engagement in membership activities and Board membership project groups as needed.

Individual and Major Giving

- Determine individual and other major giving strategies in concert with Board and staff.
- Build and maintain relationships with current donors and prospective donors, cultivate new donors.
- Prepare and provide research on donor prospects to Board and others undertaking community outreach.
- Work to actively engage Board in individual and other major giving efforts, through cultivation, stewardship and solicitation visits.

Supporting a Culture of Philanthropy

- PAACF is committed to fostering a culture of philanthropy in which all members of the staff and Board are engaged in fundraising efforts. To that end, this position will be responsible for ongoing training and cheerleading to engage Board and staff in fundraising efforts.
- Present at board and staff meetings about fundraising efforts regularly.

Reporting and Evaluation

- Regularly create and share reports that showcase fundraising status.
- Track metrics (through dashboards) for development plan activities and provide to Board of Directors at monthly meets.
- Use Salesforce CRM to determine and report on campaign success.
- Continually update and leverage Salesforce CRM with information about current and prospective donors.
- Serve as a Salesforce CRM champion in the organization, actively developing new reporting skills.

Planned Giving

- Maintain and grow PAACF's Planned Giving program with input from a consultant.
- Regularly meet with Board Legacy Committee, determine plans and prospects.
- Coordinate and implement legacy prospect informational sessions and solicitations.
- Coordinate legacy events as needed.

Communications

- Regularly update the PAACF website using a content management tool.
- Provide content for Art Center communications related to campaigns and other fundraising activities.
- Manage all communications to donors and members, including segmented donor and member e-newsletters.
- Represent the Art Center and PAACF at a limited number of internal and external events and complete additional duties as assigned/needed.

Skills and Abilities:

- Ability to think strategically, but also work tactically—maintaining attention to detail while maintaining a “big picture” perspective.
- Creative problem-solving and a can-do attitude, along with a successful ability to multitask.
- Strong project management skills.
- Strong digital abilities, adept at Microsoft Office, online tools, web content management tools.
- Demonstrated ability with databases, Salesforce preferred.
- Strong writing abilities and editing strength.
- A commitment to collaborative working processes and building and maintaining strong professional relationships with colleagues, volunteers, and donors.
- An interest in the arts and the role of arts organizations in supporting them.
- An interest in making a major impact at a small nonprofit organization.

Knowledge and Experience:

Bachelor's degree required. At least two years of experience with demonstrated success in a senior-level development role for a nonprofit organization.

Salary and Benefits:

This full-time position has an annual salary range of \$100,000-\$110,000. In addition, medical benefits are provided.

Working Environment:

This position will involve working in a lively open workspace environment. PAACF and the Art Center are small organizations and staff maintain a positive, can-do attitude, and a willingness to step in and contribute where needed.

About the Palo Alto Art Center Foundation:

The Palo Alto Art Center Foundation expands the reach and impact of the Palo Alto Art Center through fundraising and advocacy. PAACF staff currently include a full-time Business and Operations Manager and a contract grant writer. The Palo Alto Art Center Foundation was founded in 1973 and is a 501(c)(3) nonprofit organization that provides financial support and advocacy to the Art Center through a public/private partnership. The Palo Alto Art Center Foundation offices are housed at the Palo Alto Art Center.

About the Palo Alto Art Center:

The Palo Alto Art Center is your place to discover art. See, make, and be inspired because everyone is an artist. Created by the community, for the community in 1971, the Palo Alto Art Center provides an accessible and welcoming place to engage with art. We serve approximately 130,000 people every year through a diverse range of programs. The Palo Alto Art Center is owned and operated by the City of Palo Alto as a program of the Division of Arts and Sciences, Department of Community Services.

TO APPLY

Expressions of interest must be submitted to search@elevatinggood.com NO LATER THAN Friday, July 19, 2018. All submissions should include a cover letter, current resume and current salary.

All applications and inquiries will receive a response and be kept strictly confidential. Palo Alto Art Center Foundation is an Equal Opportunity Employer.