

OVERVIEW

The Development Director supports the successful operation of the Library by managing all aspects of a comprehensive fund development program. The position is a member of the senior administration team for the Library and reports to the Library Director.

The Development Director supervises the Development Assistant and works in partnership with the Library Director and the Library Board of Directors to achieve goals by developing an annual fundraising plan. The Development Director serves as staff to the Library Board Development Committee and recruits additional volunteers as necessary and appropriate.

The Development Director tracks progress against goals, recommending changes to annual fundraising plan as needed, reconciles with Financial Services and reports regularly to the Library Director and Library Board.

AREAS OF RESPONSIBILITY

Overview

- The Development Director is responsible for all aspects of the fund development program for the Library, which includes annual fundraising, planned giving and support of ongoing/future capital needs, as determined.
- Oversight of the planning and implementation of the Annual Fundraising program including the major donor program, broad based community support, special events and special initiatives.
- Maintenance of donor relationships, which includes donor stewardship of both major donors and broad-based community support.
- Maintenance and growth of the culture of philanthropy within the Library organization.

Specifics

- Library Board (Board) engagement:
 - Supports the continued growth of the Board as it relates to education, involvement and comfort in fundraising.
 - Attends and participate in Board meetings.
 - Prepares reports for the Board, including Development Committee minutes.
 - Maintains a development dashboard for reporting.
 - Serves as staff to the Development Committee, and any other Board subcommittees as required.
- Major Donor Program: The Guardian Society (GS):
 - Identifies prospective new GS members.
 - Solicits and secures additional members to the GS.
 - Increases the annual giving of current members of the GS.
 - Develops and implements a donor stewardship program for GS members.
 - Supports the Library Director and Board members for face-to-face meetings with GS prospects and members by managing the top prospect list and calendar,

preparing materials in advance of meetings and working with the solicitors to agree upon strategy and goals for meetings.

- Strategic Planning:
 - Implements and oversees work and goals related to Development in the Library Strategic Plan. Provides information on progress against goals, suggests recommendations for changes to current goals and additional strategic goals and priorities for each year.
 - Demonstrates clear understanding of and commitment to the goals of the Library. Understands how the work of the fundraising program supports the overall goals of the Library.
 - Analyzes progress against goals using data from Raiser's Edge and other sources.
 - Engages in organizational strategic planning on an ongoing basis.
- Annual Fund: growth of the Annual Fund in scope, financial results and quality:
 - Creates a work plan and timeline that identifies roles and responsibilities for Development staff, Board and other volunteers.
 - Spearheads the creative design process and appeal messaging, working with senior management and Board.
 - Oversees successful execution of the annual fund, its multiple appeals, follow up and record keeping. Provides supervisory support to Development Assistant, the staff person responsible for the day-to-day activities of the annual fund.
 - Ensures that all donors are treated with the utmost care and highest integrity.
 - Works with Development Assistant to implement donor stewardship program, which may include the "donor social" and GS annual kickoff event.
 - Researches, evaluates, recommends and implements new fundraising tools.
- Special Events:
 - Provides leadership in planning and executing annual special events working with volunteer committees, Board and other staff as appropriate.
 - Supervises the Development Assistant as related to event planning roles and responsibilities.
- Planned Giving:
 - Supports the growth of the planned giving and legacy society program (Morris Legacy Society).
 - Ensures all members of the Morris Legacy Society are stewarded in a professional and personal manner.
 - Ensures Planned giving materials are kept up to date.
 - Ensures new initiatives to grow the planned giving program are implemented on a regular basis.
- Volunteer & Community Engagement:
 - Identifies and engages community volunteers in fundraising for the Library.
 - Represents the Library at community events as appropriate.
 - Supports partnership opportunities with area nonprofits.
- Department Management:
 - Supervises Development Assistant.
 - Raises Edge proficiency, able to generate reports to review development progress against goals and to input and retrieve donor information.
 - Ensures accurate and timely donor record keeping and communications.
 - Pursues professional development for self and Development Assistant.
 - Maintains up-to-date record keeping for personal activities involving donors.

- Library Management Team:
 - Serves with Library Director and Assistant Director as the key Administrative Team for the Library.
 - Serves with Department Heads as a key member of the Library Management Team which is responsible for policy recommendation, strategy development, operational priorities and active leadership across the organization.
 - Maintains familiarity with the culture of public librarianship and the day-to-day operations of the Library, using this knowledge to inform fundraising efforts.
 - Works with programming staff as appropriate to develop and pursue funding opportunities for specific Library activities.
 - Models and encourages a culture of philanthropy among the Library staff.

QUALIFICATIONS

- 5+ years of demonstrated fundraising experience, including donor relations, major gift fundraising, event planning and planned giving.
- Minimum Bachelor's degree. Certified Fundraising Executive (CFRE) status a plus.
- Experience and comfort developing and sustaining meaningful relationships with major donors, Board, staff, volunteers, community leaders, political leaders, businesspeople, and other Library supporters.
- Excellent communication and interpersonal skills.
- Excellent organizational skills, with ability to prioritize and manage multiple tasks while maintaining exceptional work quality.
- Excellent computer skills, specifically with Microsoft Word and Excel; desktop publishing, web design or other graphics experience a plus.
- Proficiency and experience with Blackbaud's Raiser's Edge (or comparable) fundraising database.
- Experience with social media and web-based tools, especially in the fundraising arena
- Commitment to mission and work of the Ridgefield Library.
- Strong strategic planning skills.
- Strong project management skills.
- Works well independently and as a member of a team.
- Flexible and reliable with ability to work occasional evenings and weekends.
- Fast and effective learner.
- Open to innovation and change in the workplace and in fundraising activities.
- Commitment to ongoing professional and personal development.
- Enthusiasm for fundraising.
- Highest professional integrity and adherence to library, fundraising, and donor code of ethics.