

Development Director DC Greens



Status: Full-time, exempt employee
Salary: \$91,650 to \$96,650; total rewards package of ~\$30,000
Location: Washington, DC with hybrid arrangements
Reports to: Executive Director
Deadline: Resume reviews begin immediately

About DC Greens

Founded in 2009, DC Greens is a nonprofit organization that advances health equity by building a just and resilient food system in the nation's capital. It believes racial justice, food access, and health equity are all connected, and that change requires systemic solutions and cross-sector collaboration. DC Greens works in solidarity with those who are most impacted to build a more just food system and break down the systemic barriers that harm our community.

For more than five years, DC Greens has been on an intentional journey to align its values with antiracist, anti-oppressive practices. This has included investments in staff leadership, adapting internal processes to dismantle systemic racism, and implementing programs that operationalize these values externally. The current three-year strategic plan guides DC Greens through 2023 as it centers equity in solidarity with marginalized communities experiencing poverty and food insecurity. Frameworks for the strategic plan include:

- ***Creating a just and resilient food system*** that moves policy change by building a body of evidence, working in coalition, and centering those who are most impacted by the issues. DC Greens has a history of successful legislation and moving DC government investment in policies and programs that create a healthy and equitable food system. A recent focus is the No Senior Hungry Act, which takes a comprehensive approach to address food insecurity for seniors, and the effort to Give SNAP a Raise.
- ***Advancing health equity with a place-based approach*** that embraces the full scope of community wellness and explores new partnerships and community-directed programming that promotes health. With food insecurity as a leading driver of health disparities, DC Greens' signature program, Produce Rx, embeds a "food as medicine" approach in healthcare delivery. In addition, The Well at Oxon Run, a one-acre farm and community wellness space in Ward 8's Congress Heights neighborhood is a place-based effort to support wellness needs with seasonal crop production, herb and flower gardens, an orchard, a farm stand, a large youth garden with an outdoor classroom, and intergenerational community gathering spaces.
- ***Developing strong organizational processes that support racial equity***, staff wellness and retention, talent recruitment, and thoughtful decision-making. We believe that continuing to deepen this area of work both aligns with our values and is a crucial component of organizational sustainability and leadership.

Leadership Opportunity

DC Greens seeks a Development Director to lead the vision, planning, and coordination of philanthropic activities that sustain the organization's work to advance equitable, city-wide policy solutions for a just and resilient food system.

DC Greens is well-positioned to sustain its record of achievements. With a budget of over \$4.5M and a 20-person team, the Development Director will join a stable, mission-driven organization. They sit on the Leadership Team, and serve as the primary point of contact for the Board of Directors' programs & events committee and Leadership Council. This position reports to the Executive Director and supervises a full-time Development Manager to be hired in Spring 2023.

The Development Director guides DC Greens' development functions to ensure that annual revenue goals are met. They will strengthen the role of development by building strong, equitable development practices, cultivating relationships with new and existing donors, and identifying opportunities for new revenue streams. With input from the Executive Director and Leadership Team colleagues, they will craft and implement the organization's development strategy to ensure that it aligns with the organization's goals and executing fundraising initiatives built on foundation, corporate, and individual donor engagement.

The ideal candidate will be a fundraising professional with experience involving development operations, strategy, and staff management. Specific areas of responsibility include:

Development Strategy & Planning

- Establish and implement a robust development strategy with diversified revenue sources.
- Develop revenue projections to inform annual budget with Leadership and Finance teams; monitor contributed goals and annual giving trends to course-correct as necessary.
- Lead the department's annual work planning to align with the organization's strategic goals.
- Set a donor stewardship strategy that effectively segments and reaches varied audiences.
- Develop creative and mission-centric fundraising messaging that articulates the special role and impact of DC Greens' work within Washington, DC.
- Ensure all funding partners are aligned with DC Greens' values and gift acceptance policies.

Fundraising Responsibilities

- Implement the annual development plan, including developing and managing initiatives, appeals, and campaigns; cultivate a portfolio of foundation, corporate, and individual donors.
- Identify opportunities for funding and sponsorships; conduct prospect research on current and future major gifts.
- Direct the Executive Director's fundraising priorities, including cultivating and stewarding new, prospective, and established supporters.
- Steer a donor stewardship process that deepens donors' understanding of DC Greens' mission and fosters a sense of community among donors.
- Collaborate with Communications Team on developing donor-focused marketing materials for campaigns and appeals, including an annual report.

- Ensure the Development Manager and Finance team submit timely and accurate grant applications and reports; review proposal drafts and ensure budgets are complete.
- Grow existing portfolio of corporate donors; customize pitch decks and other sponsorship materials with the Communications team; coordinate volunteer days with Program teams; and deliver timely benefits associated with sponsorships.
- Lead special event strategy, implementation, and evaluation, including ensuring the financial investment is commensurate with staff resources.

Development Operations

- Implement systems that document all development activities and ensure timely, accurate gift processing and revenue tracking.
- Stay informed on program activities to ensure accurate external communication in funding applications and donor communication.
- Monitor adherence to a high standard of accuracy and confidentiality in the input and maintenance of donor records; train team members on systems as needed.
- Set moves management plans that reflect organizational capacities and stewardship efforts; review CRM reports with team to ensure effective cultivation efforts.
- Liaise with the Finance Team to set annual department budget, develop proposal budgets; and complete grant expenses reports that are timely, accurate and specific.
- Review and update development manual regularly to reflect current policies and procedures.
- Ensure regularly and accurately updated progress reports and dashboards for Executive Director, Board of Directors, and Leadership Team colleagues.

Organizational Leadership/Team Contributor and Collaborator

- Model organizational values of collaboration, integrity, creativity, sustainability, and equity.
- With Leadership Team, provide support to develop and evolve organizational identity through cross-departmental work plans and other efforts.
- Supervise a direct report through stages of the employment cycle; provide team professional development opportunities and mentorship; manage performance; and guide goal-setting and systems to ensure that annual milestones are met.
- Participate as a member of the Communications Cell, a cross-departmental team, working to improve both internal and external communication efforts across the organization.
- Exhibit leadership among staff; contribute substantively and proactively to departmental and staff-wide meetings and retreats.
- Represent the organization at major fundraising events and other external settings in accordance with DC Greens' stated values.
- Contribute self-reflections about how power, privilege, and access supports or challenges personal, professional, and organizational efforts to center equity.

Experience, Skills, and Qualifications

The position of Development Director will be a challenging and rewarding opportunity that requires a diverse set of skills and experiences. While we understand that no single candidate can possess every qualification listed below, the following are considered priority areas:

- A passionate advocate for health equity and food justice.

- No less than 5 years in nonprofit fundraising, with experience managing people and teams.
- Experience with corporate, foundation and individual and/or major gifts; familiarity with DC's philanthropic community is considered a plus.
- Experience advancing equity and social justice goals within a workplace.
- Strong written and oral communication skills.
- Excellent organizational and project management skills; strong orientation toward developing and maintaining systems, standard operating procedures, and protocols.
- Working knowledge of fundraising technology to improve methods of donor management, data analysis, and prospect research.
- Demonstrated comfort working alongside a wide variety of stakeholders, from community members to high-net-worth donors. Operates with discretion and adheres to the fundraising field's best practices, principles, and ethical standards.
- A positive attitude and concern for people and community; demonstrated presence, self-confidence, cultural humility, common sense, and good listening skills.
- Experience supporting and working closely with staff and board leadership is a major plus.

Location

DC Greens is located in Washington, DC. Most staff work remotely due to COVID-19 with hybrid working arrangements possible in the future. This position requires someone to be based in the DC region to attend occasional in-person events and donor meetings.

Compensation & Benefits

This is a regular, full-time salaried, exempt position. DC Greens' salaries are set using a pay equity process tool. This process was implemented by the organization in 2019 and utilizes social justice principle to equitably compensate staff. The salary is \$91,650 to \$96,650, commensurate with experience and non-negotiable. A generous benefits package includes medical/dental/vision, disability/life insurance, 25 days paid time off, parental leave, an employer match on retirement contributions after one year, and flexible work schedules.

Application Process

DC Greens has retained Good Insight, a national executive search firm serving nonprofits, to conduct this search. Interested applicants should submit a resume and detailed cover letter to www.good-insight.org/careers. Send confidential inquiries to DCGreens@good-insight.org. Resume reviews begin immediately. For best consideration, please apply by mid-March 2023. Early applications are encouraged due to the pace of the search.

Equal Employment Opportunity

DC Greens is an equal opportunity employer. We strongly encourage and seek applications from people of color, including bilingual and bicultural individuals, as well as women, and members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical status. Reasonable accommodations will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.