



**Reach Incorporated**  
**Director of Development Position Description**  
**May 2022**

Reach Incorporated seeks a Director of Development (DOD) to join the leadership team. Reporting to our Executive Director, the DOD will bring a passion for our issues paired with a high-level of expertise and strategic thinking to generate revenue that will support achievement of Reach's long-term growth goals.

**ABOUT REACH INCORPORATED**

Reach Incorporated develops grade-level readers and capable leaders by preparing teens to serve as tutors and role models for younger students, resulting in improved literacy outcomes for both. Our award-winning out-of-school-time program prepares teens for high school and beyond through a comprehensive system of supports grounded in multiple programs. In Reach's first decade, the organization has built a strong reputation and served hundreds of young people. The pandemic has had a profound effect on our capacity to deliver our signature cross-age/cross-school tutoring program. The detachment from our schools and inability to bring our core populations together challenged us in a way we could not have anticipated but gave us the opportunity to reimagine our leadership team and return to our core functions with renewed energy. We are refocused on creating an exceptional experience for all employees and program participants. By building a high-performing team, we can construct a compelling narrative that centers our teens and drives all efforts towards supporting their success.

**POSITION OVERVIEW**

This position is a member of the Reach leadership team. The DOD will be responsible for managing and implementing all fundraising activities.

This position is both strategic and tactical, as it is responsible for developing, managing, and executing Reach's annual development plan. The ideal candidate has a clear grasp of all core components of development, including: individual contributions and stewardship, annual and online giving campaigns, corporate partnerships/funding, special events, and grant writing. This role requires experience managing development operations, ranging from oversight of CRM, to budget-building, to data tracking, to gift-processing.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

**Leadership and Development Strategy:**

- Collaborate with and support Reach's leadership as a member of the leadership team
- Contribute positively to organizational culture and reflect Reach values
- Actively engage in Reach programs to truly understand the work and build stories of youth leaders into development communications
- Manage and execute Reach's development and stewardship plans to achieve annual revenue goals
- Update existing development and stewardship plans with new ideas, industry best practices, and data-driven analysis
- Work with Executive Director to determine the best strategic mix of annual events to support program and organizational goals, including cultivation and stewardship events
- Ensure a robust gift pipeline that is substantial enough to achieve annual revenue goals by actively managing prospective and current donors, foundations and other funders solicited via proposals, grant applications, multiple appeals, and other fundraising activities
- Participate in strategic planning for Reach to ensure development plans align with and are in service of evolving organizational goals and programmatic outcomes
- Serve as the staff leader and liaison to the board of directors' development committee

**Fundraising and Donor Relations**

- Partner with Executive Director to identify, cultivate and solicit individual donors for major gifts

- Manage and develop existing initiatives, appeals and campaigns focused on targeting new donors and stewarding existing donors
- Identify and pursue relationships with potential foundation funders and corporate partners
- Author compelling grant proposals and complete grant reporting processes in a timely and efficient manner
- Lead all development and revenue components of future events including sponsorship, major donor solicitation, and connected cultivation opportunities
- Coordinate and oversee moves and task management for all open funding opportunities
- Execute the donor stewardship process in order to connect donors to the mission of Reach and foster a sense of community
- Help develop creative and mission-centric fundraising messaging that articulates the special role and impact of Reach's work

#### **Fundraising Planning, Tracking and Operations**

- Establish and monitor annual and long-term revenue goals and budgets
- Maintain all donor and prospect information utilizing Bloomerang (Reach's CRM)
- Design and update a regular progress-to-goal report and development dashboard for the Executive Director
- Execute high-quality gift processing and revenue tracking, to ensure accurate and thorough documentation of all development activities
- Ensure integrity and accuracy in all records and reports in Bloomerang

#### **QUALIFICATIONS:**

- 6-8 years of nonprofit development experience
- Bachelor's Degree preferred
- Demonstrable experience as a fundraising generalist, with hands-on practice at institutional giving/grant writing, major gifts, annual giving, corporate partnership building, special events, and online giving campaigns
- Experience managing and improving development operations, ranging from CRM management to budget monitoring to gift processing
- Experience working with volunteers of all levels, and liaising with contractors and consultants
- Proactive in recognizing needs and opportunities and taking initiative to work toward solutions
- Excited to propose fresh ideas without prompting by leadership, open to feedback on those ideas, and persistent enough to bring them to life

#### **ATTITUDES & BELIEFS:**

- You are deeply committed to equity and Reach's mission, vision, and core beliefs
- You regularly demonstrate strong self-motivation, strategic thinking, and the ability to work independently
- You have exceptional project management skills, with a knack for working backwards from deadlines and can deal with curve balls thrown at your work plan
- You have a keen attention to detail, a love of adhering to organizational systems, and aren't satisfied until you have produced a high-quality work-product
- You are reliable and a friendly communicator who reaches out and follows-up with professional persistence
- You are a creative thinker and willing to test out new ideas

#### **HOURS OF WORK, HOLIDAYS, AND OTHER BENEFITS**

- Salary range: \$87,000 - \$100,000 commensurate with experience
- Full-time 40 hours per week with a flexible work schedule and generous PTO
- Reach follows the federal government holiday schedule
- Full coverage of health, dental, and vision for the employee (70% for dependents)
- 5% 403b match after 6 months

- Funding for professional development
- A book allowance

**HOW TO APPLY FOR THIS JOB:**

Candidates should send the following (with “**Director of Development application**” as the subject) to [jobs@reachincorporated.org](mailto:jobs@reachincorporated.org) -

- Current resume
- A cover letter with:
  - Salary range expectations and
  - Available start date
- A writing sample that is authored solely by the candidate and relevant to fundraising work, like a thank you letter or a follow-up email after a donor meeting

Reach does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity or expression, genetic information, gender, marital status, disability, or status as a US veteran.