Position: Director of Development

Salary: $60,000

Location: Richmond, VA

Reports to: Executive Director

Application closing date: March 19, 2024

Position Summary: The Director of Development will work closely with our Executive Director and communications team to prospect, steward and engage new and existing donors. They will work with the Executive Director on executing our annual gala—the Commonwealth Dinner.

The person in this position will be responsible for engaging with donors and potential donors at all levels. They should enjoy interacting with donors and building relationships. They will have strong writing skills and an understanding of solicitation emails. They will work with different departments to execute the individual giving campaigns and will steward donors at all levels. They will actively prospect utilizing donor tools and maintain prospect databases and calendars.

You are organized and a strong communicator, both written and verbal, with a passion for promoting LGBTQ+ work in Virginia. You have an understanding of how LGBTQ+ issues intersect with racial justice, disability justice, and economic justice priorities. You understand how to work collaboratively with team members to develop realistic and achievable goal-oriented plans.

About the team and you: At Equality Virginia, we are committed to using an intersectional approach in our work. Equality Virginia’s work focuses on macro-level systems change and our success is inherently tied to the collective liberation of all oppressed peoples.

Frequently cited statistics show that femme, trans, and nonbinary people, as well as Black, Indigenous, and people of color of all backgrounds apply to jobs only if they meet 100% of the qualifications. Equality Virginia encourages you to break that statistic and apply. No one ever meets 100% of the qualifications. Equality Virginia’s team engages in
hard work and heart work and the team values authenticity, empathy, compassion, and kindness—we’re a close-knit team that works together regularly.

We look forward to reviewing your application.

**Key Objectives and Responsibilities:**

Ensure Equality Virginia meets or exceeds its annual income goals from grassroots and mid-level donors by maintaining current donors, building relationships, managing an annual e-appeal campaign and actively prospecting while supporting the Executive Director. Craft and implement customized development strategies and campaigns for various organizational segments, including 501(c)(3), 501(c)(4), and PAC.

**Primary responsibilities:**

*Grassroots Donor Program*

- Using the developed annual calendar, write e-appeals throughout the year
- Write e-appeals and collaborate on fundraising strategy for Give OUT Day, Giving Tuesday, and seasonal fundraising campaigns
- Acknowledge donations between $1 and $500

*Stewardship*

- Manage a portfolio of prospects and donors by creating and executing engagement plans and strategies to secure ongoing and new contributions.
- Ensure that donor and gift records and reports are maintained accurately and updated in a timely fashion in EveryAction
- Create and send tax receipts for all donations annually
- Review information tracking processes regarding acknowledgment, recognition, ongoing communications, and continued cultivation of past and current donors to enhance their relationship with the organization and increase the likelihood of continued contributions
- Devise consistent, accurate, and appropriate information-sharing mechanisms for stewarding prospects and donors across the organization.

*Prospecting*
• Build a consistent mid-level and major donor prospect pipeline
• Document donor interactions in the database, EveryAction, and conduct appropriate research on donors and prospects
• Create a system to track prospects and move them through the donor cycle
• Maintain and monitor planned giving program including research on bequests

Solicitation

• Be the primary solicitor for portfolio
• Make asks for donations and donation increases via a variety of communications

Commonwealth Dinner and Other Events

• Creating sponsorship kits annually
• Collect and track logos and sponsor ads for Commonwealth Dinner
• Assist with setting meetings for executive director and corporate sponsors
• Build database of prospective sponsors
• Attain gala fundraising goals by securing individual, small business, and corporate sponsorships
• Develop, support, and manage volunteer steering and host committees
• Assist in the development of all gala logistics, including guest registration, stage program, onsite volunteer management, and all follow-up activities as necessary
• Assist in the development of gala materials, including print and email invitations, social media promotion, and on-site signage
• Manage vendors and contracts

Key Competencies/Experience

Qualified candidates will:

• Have at least 3 years of experience in donor relations and fundraising ideally in a nonprofit or advocacy setting
• Must be able to multi-task and demonstrate good judgment and decision-making when working with donors.
• Have excellent organizational, interpersonal, verbal, and written communication skills
• Exhibit excellent social skills, with large groups as well as with individuals
• Be detail-oriented, well-organized, focused, and goal-oriented, with a high level of
initiative and energy
● Exhibit problem-solving skills and use judgment in situations requiring independent initiative and tact
● Have experience directly asking for donations
● Demonstrate experience in writing compelling fundraising emails and other materials
● Have experience creating and maintaining a stewardship calendar

COMMITMENT:

● Demonstrates a strong commitment to equality for all LGBTQ+ persons, and embraces an anti-racist and anti-transphobic approach based in an intersectional understanding of the experiences of our diverse constituency.

Benefits

Compensation: $60,000 annual salary. We offer an excellent benefits package including: 100% medical, dental, and vision coverage, generous paid time off and holidays, 401k plan with employer contribution, employee cell phone, paid parking, and a professional development stipend.

You'll have the opportunity to meaningfully contribute towards our mission and vision:

Our Vision | Virginia is a state in which LGBTQ+ people – every demographic, race, ethnicity, zip code, and experience – are valued and thriving.

Our Mission | Equality Virginia confronts systemic inequities to liberate the full spectrum of the LGBTQ+ community from discrimination and oppression.

To apply:

Email resume (including names and contact information of 3 references) and cover letter to jobs@equalityvirginia.org. Please be sure to put “Director of Development” in the subject line of your email.