



Job Announcement: Development Director

Walk SF seeks our first-ever Development Director. This is a collaborative position that will work closely with the Executive Director in setting and reaching fundraising goals. The primary focus of this position is to build our major gifts program, which has a strong base and is ready to be nurtured and grown.

The right person will be an experienced fundraiser, a natural relationship builder, and a strong communicator. We need someone with a proven ability to think creatively, collaborate, and deliver results. Because we are a small nonprofit, our Director-level positions both shape overall strategy and dig in on the work – and are empowered to run with their roles.

This position will oversee the 1 FTE staff (as well as contractors as needed) responsible for organizing our signature walks, doing day-to-day development administration (including managing membership), and supporting grant writing and corporate sponsorships.

Reports to: Executive Director

Member of: Strategic leadership team and fundraising team

Hours: Full time, exempt

Salary range: \$90,000 - 115,000 based on experience

Benefits: Three weeks of PTO and 10 national holidays (plus bonus days at year-end); sick time; medical benefits plus a \$400 wellness flex fund; 401k match (up to 3% of salary); telecommuting stipend; and commuter reimbursement benefits. We are a very flexible, family-friendly workplace that cultivates fun and connections as a staff.

KEY RESPONSIBILITY AREAS

Major Donor Program (60%)

The Development Director will develop and oversee a multi-year plan to grow the major donor program. This includes:

- Develop an annual major donor strategy, and serve as the lead staff in day-to-day implementation.
- Build personal relationships with current and prospective major donors, plus manage the Executive Director's major donor relationships.
- Attend meetings and events geared toward networking with existing donors and major donor prospects.
- Utilize Walk SF's CRM to manage and track donor engagement, and improve on key activities.
- Continually look at Walk SF's ladder of engagement and how the overall membership plan feeds into the major donor program.
- Work with the Board of Directors to create a culture of fundraising within the board. Lead the Board's Fundraising Committee, bringing practical insight and best-practice strategy to the Board, and serving as a resource to Board members who engage in prospect/donor cultivation, solicitation, and stewardship.

Funder & Sponsorship Cultivation (30%)

Currently, corporate sponsorships and events bring in around 9% of Walk SF's revenue. Grants provide ~16% of revenue, and have the potential for significant growth.

- In partnership with the Executive Director, set the team's course in creating a focused strategy to increase grant revenue, especially from local, family, and corporate foundations and Donor Advised Funds.
- Build and cultivate relationships with key grant funders.
- Oversee Walk SF staff (and contractors as needed) to research opportunities, plus write and submit grant proposals and meet all grant-related deadlines.
- Set and oversee the fundraising goals around two large annual walking events, including pursuing event sponsorships.
- Maintain and strengthen Walk SF's corporate sponsor program. Update sponsorship materials and maintain relationships with contacts as needed.

Leadership & Strategy (10%)

Walk SF's annual budget is currently ~\$1 million, and the Development Director will oversee and is responsible for the non-contract-based revenues in partnership with the Executive Director (individual gifts, sponsorships, events, and grants) and with the support of development staff and contractors. This position will:

- Learn about and evaluate the current fundraising program and activities, bringing a fresh lens to our efforts and the top-level fundraising strategy.

- Collaborate with the development team (which includes the Communications Director) to design annual fundraising campaigns (including spring and year-end appeals).
- Identify, plan, and move forward new initiatives in support of fundraising goals.
- Collaborate with the Senior Leadership Team in setting and driving organizational vision and strategy. Explore and discuss emerging issues and opportunities with the Leadership Team.
- Collaborate with the Leadership Team to ensure a healthy, inclusive, and empowering organizational culture that lives out our organizational values.
- Bring a supportive, coaching-based approach to supervision of development staff.

EXPERIENCE AND QUALIFICATIONS OF OUR IDEAL CANDIDATE

While no one person will embody every quality, our ideal candidate will bring many of the qualifications and attributes listed below:

- Five-plus years of fundraising experience including major gifts.
- Demonstrated success in cultivating and stewarding relationships with individual donors and foundations.
- Proven ability to multi-task in a fast-paced work environment with strong organizational skills and attention to detail.
- Proven ability to communicate effectively through written and verbal communications.
- Demonstrated ability to think creatively and strategically.
- Demonstrated ability to be a strong project, organizational, and time-manager. Experiencing managing and coaching staff is a big plus.
- Comfortable working in a small office environment and willing to pitch in on organization-wide events and other projects as needed.
- Working knowledge and comfort with Google Suite, Microsoft Office, and CRM experience.
- Experience converting online audiences to donors, including using social media for fundraising.
- Commitment to Walk SF's mission of creating the most pedestrian-friendly city in the United States.
- Commitment to Walk SF's values rooted in equity, community empowerment, and persistence.

KEY BACKGROUND

In 2019, Walk SF launched our first-ever three-year strategic plan. The long-term goals of Walk SF are to: 1) end pedestrian traffic deaths and severe injuries, and 2) increase the number of trips people take on foot. But how we'll get there is a

hugely important part of the plan. For the first time, we defined how we will prioritize our work – and *how* we will work. The Development Director plays a key role in raising the resources to realize our commitments as described below.

- Determine our highest priority projects through an equity lens. Walk SF will focus our program activities on communities and/or geographies where issues of equity are most at play. Crash data shows that San Francisco’s residents living in communities of concern suffer the most from traffic violence. These are communities with the most low-income people, immigrants, communities of color, seniors, children, and people with disabilities.
- Mobilize new voices to speak up for safe streets. Walk SF’s community engagement will be focused on outreach and education in communities and populations that have disproportionately been impacted by traffic violence and are often not engaged in the community process. Walk SF will develop our community engagement to ensure a community’s voice is authentically brought forward to guide advocacy efforts. We will use our training and education activities that focus on children, families, and seniors.
- Build strong coalitions across diverse communities. As a leader in pedestrian advocacy, we will focus on education, communications, and advocacy to increase our organization’s efficacy in building and developing partnerships in the community around pedestrian safety issues.

Learn more about Walk SF’s work in our 2021 impact report, available at walksf.org/impact.

MORE ABOUT US & HOW TO APPLY

Our staff is focused on making positive change in the world, celebrates diversity, and is committed to being intentionally inclusive in all our relationships. Walk SF has an active Equity Task Force made up of staff and board members; our work to contribute to ending systemic racism is ongoing. We recognize that transportation policy plays a key role in creating a more equitable city and world.

Walk San Francisco provides a workplace that is free from discrimination and harassment on the basis of race, color, religious creed, national origin, age, sex, marital status, sexual orientation, gender identity, disability, medical condition, veteran status, or any other classification protected by applicable law in employment or service policies and practices.

Walk SF's office is located close to public transit and is ADA accessible. Walk SF has adopted a hybrid working model – two days in the office (includes Mondays and one day of your choice) and three days flexible (remote or office). Must be able to occasionally work nights and weekends for special events or key meetings.

Walk SF works in the interest of all pedestrians in San Francisco, but prioritizes our work in order to address the needs of people who are disproportionately affected by pedestrian safety issues. This includes children, communities of color, people with disabilities, and seniors.

Serious candidates are encouraged to submit their applications ASAP. This posting was updated on July 27, 2022. We hope to fill this position by early fall 2022.

To apply, please send a cover letter that includes where you heard about the position, describes your alignment with our mission and values; explains your reasons for applying and the relevant experiences you would bring to this role; and your resume (merge into *one* PDF with a file name that includes your last name and "Development Director") email to careers@walksf.org. Use the subject line: Development Director Application. *Resumes submitted without a cover letter will not be considered.*