



Director of Development  
Job Description

---

**OVERVIEW:**

Camp Tawonga is a non-profit service of the Jewish community that serves children and families primarily through its sleep-away summer camp on the Tuolumne River next to Yosemite National Park. The agency's revenue comes mostly from fees paid by parents of campers. Recently, the economic need for camperships has risen sharply, and we are therefore embarking on a bold new fundraising effort to ensure that every child receives the help they need to attend camp. This plan for raising campership funds will begin in 2012, and thereafter expand to provide funding for stewardship of our historic property and for innovative programs and services.

**WORK TEAM:**

Serves on the full-time "Business Team" in the San Francisco office, supervised by the Executive Director, Ken Kramarz.

**REQUIRED SKILLS AND ATTRIBUTES:**

1. 3—5 years' experience in professional fundraising
2. Loves Jewish camp and believes deeply in what we're doing
3. Can articulate our story genuinely and positively, in person, by phone, and in writings
4. Understands the science and the art of fundraising including:
  - a. Producing direct mail campaigns (from concept to design to closed gift and thank you)
  - b. Producing social media campaigns (same)
  - c. Discovering grant opportunities and RFP's
  - d. Writing grant requests and post-award reports with all required documentation
  - e. Researching potential donors' capacity, interests and giving history
  - f. Using & maintaining donor database including tracking donor activity to notice opportunities
5. Organized, self-motivated and able to pull their own weight
6. Collaborator (non-silo type) who can seamlessly join an existing network of people and programs
  - a. Co-create an integrated annual communications plan for both sales and donations
  - b. Participate in the re-design of agency website and database
  - c. Be a fun co-worker with staff and outsourced designers
  - d. Find opportunities to deploy colleagues in development efforts
7. Relationship builder with a personality that donors find endearing
8. Makes every donor feel valued, regardless of their position or their gift

**FIRST YEAR DELIVERABLES:**

1. Steward current major donors and prepare them to support camperships
2. Create new giving opportunities for campers, parents of campers, staff, parents of staff, adult alums, and other supporters such as:
  - a. Annual Campaign
  - b. Legacy Society (wills and bequests)
  - c. Impulse giving
  - d. Life-cycle giving (including B'nei Mitzvah projects, tributes and memorials)
  - e. Project giving (e.g., Doctors' campaign for new Infirmary)
  - f. Enabling Tawongans to run their own fundraisers for camperships
  - g. Train Tawongans to be advocates for giving (from campers to Board Members)
3. Discover and solicit new donors
  - a. Create and execute donor prospecting plan
  - b. Establish personal relationships with Philanthropic Advisors
  - c. Create compelling materials to facilitate philanthropy to Tawonga
4. Grants Management
  - a. Establish personal relationships with Program Officers at all supporting foundations
  - b. Create and execute annual plan of submissions and reporting to maximize grants received
5. First Year Dollar Goal is \$500,000 (from all sources)

**LONG TERM GOALS:**

1. Projects initiated in first year will continue and grow as part of a larger agency strategic plan
2. Within five years, development efforts will yield \$1 million annually
3. The culture of sharing and caring which permeates the Tawonga programmatic experience will spread to our advancement work, providing opportunities to every Tawongan for sharing and caring at every stage of life, from cradle to cradle

**TO APPLY:**

If you would like to join the Tawonga team as our Development Director, please email [jobs@tawonga.org](mailto:jobs@tawonga.org) and attach a cover letter and your resume. If you would prefer to begin with an informational conversation, contact [jobs@tawonga.org](mailto:jobs@tawonga.org). Use Subject line: "Development Director."

We will get back to you regarding next steps within two weeks of receiving your material.

Whatever the outcome, we appreciate your desire to help children and wish you well in this process.