



**If you meet the following qualifications and are interested in applying for this position, please send a CV and Resume to [sheridan@lemonadeday.org](mailto:sheridan@lemonadeday.org).**

<b>Job Title</b>	Development Manager
<b>Reports to</b>	Director of Development
<b>Department</b>	National Office
<b>FLSA Status/Classification</b>	Full Time/Exempt/Salaried
<b>Salary</b>	Range \$75,000+

### Organization Overview

Entrepreneurs take risks, believe they can realize their dream if they work hard, take responsibility, and act as good stewards of their resources. Today's youth share that optimism but lack the life skills, mentorship, and work experience necessary to be successful. Based on this premise, in 2007, entrepreneur, investor, and philanthropist, Michael Holthouse founded Lemonade Day.

Lemonade Day is a national nonprofit whose mission is to *help prepare youth for life through fun, proactive, and experiential programs infused with life skills, character education, and entrepreneurship*. The organization offers a free program that targets kids grades K-8, with an adaptable program for all youth. Kids are introduced to entrepreneurship through real-world experiences of starting their own business—a *lemonade stand*—where they learn the skills to set a goal, make a plan, work the plan, and achieve their dreams. Evidence-based curriculum encourages kids to *spend some* on themselves for their hard work, *save some* and open a bank account, and *share some* with a charity or cause in their community.

Lemonade Day is an innovative and successful nonprofit focused on empowering today's youth to become tomorrow's entrepreneurs. With a national office based in Houston, in 16 years, Lemonade Day has grown to become licensed and independently operated in 100+ communities across North America, serving over 1.5 million children to date. Several of our alumni have applied their knowledge and experience to achieve their own national and worldwide business success.

Lemonade Day has grown through licensing local programs that have the right to operate and publicize it in their communities and agree to abide by branding and program standards. Community partners utilizing the Lemonade Day program include nearly 450 schools plus 75 Boy Scouts and Girl Scouts troops, 50 Boys and Girls Clubs, and 25 YMCAs and YWCAs, among others. Each community fundraises to garner financial support from local businesses, corporations, individuals, and foundations for their respective programs. National oversees all city programs and provides technical staff support for the funding of partnerships, intellectual property through creative programming, educational materials, a branded website, training, graphic design, and an annual conference (plus periodic regional market gatherings).

The annual operating budget for the organization is approximately \$2 million. The revenue model is supported by philanthropic dollars and sponsorships plus earned fees through the sales of licensed programs and materials.

## Job Description

Lemonade Day is seeking a passionate, energetic person eager to join a growing, dynamic national nonprofit. Led by the CEO, the national team includes eight full-time staff. The Development Manager will work closely with the Director of Development and Grants Manager, along with the national Board of Directors and staff, to develop and execute fundraising initiatives to achieve Lemonade Day's short and long-term program, revenue, and organization goals and objectives.

As a member of the Development Team, the Development Manager is a liaison between the organization and its investors and provides fundraising support for the Lemonade Day National team and its affiliate communities. The Development Manager supports strategic fundraising planning and activities that raise public awareness and facilitate donor fundraising with the goal of maximizing both annual unrestricted income and targeted support for strategic organizational and program priorities.

The Lemonade Day National office is in Houston, Texas. Periodic travel – within the city limits and periodic out-of-city travel – might be required of the Development Manager, depending on strategic fundraising initiatives at the national or regional level. An in-person office environment is required, with one-day being remote from home. In addition to the standard two weeks' vacation, the organization also provides 13-14 days of paid holiday each year plus five days of paid sick leave.

## Duties and Responsibilities

### *Fund Development:*

- Provide leadership and support on all fundraising initiatives including special events, major gifts, planned giving, sponsorships, and donor cultivation, with a focus on new opportunities to obtain ongoing and increased support from individuals, family foundations, and corporate sponsors, including:
  - o Supporting the development and implementation of a comprehensive written fund development plan with strategies for donors and prospects in each constituent group.
  - o Broadening Lemonade Day's fundraising by developing and implementing approaches such as a major gifts program, volunteer giving program, and community development fund to provide a diverse and sustainable funding base.
  - o Conducting research, vetting, and outreach on/to prospective donors in each constituent group to identify funding opportunities and new program areas to match the organization's priorities.
  - o Maintaining a portfolio of major donors and corporate donors and develop/implement strategies for effective cultivation and stewardship.
  - o Providing monthly reports to the Development Director and CEO that measure progress towards achieving the plan.
  - o Keeping up-to-date on current fundraising programs, best practices, and procedures used in the nonprofit sector and inform the affiliate leadership of items that would benefit the organization.
- Build and maintain relationships with major donors of all types, develop strategies for solicitation, and solicit or coordinate the solicitation by other affiliate staff, board or volunteers, as appropriate, including:
  - o Developing and managing the implementation of all aspects of direct donor mailings, appeal letters, and other donor mailings as needed.
  - o Managing institutional donor relationships once a grant has been secured and facilitating the process between the Grants Manager, program team, and field operations.
  - o Providing excellent and timely customer service to donors, board members, and partners.
- Manage work performed by the Development Associate role, including:
  - o Training staff and community partners in cultivation and stewardship efforts to retain and grow donations and grants.

- Overseeing the development and implementation of special campaigns such as monthly giving, annual fund, Giving Tuesday, contests, and scholarships.
- Overseeing the processing of donations and reconciling with the finance team, handling acknowledgement letters and other correspondence.
- Ensuring that the donor database information is current and accurate.

**Communications:**

- Assist in the production and mailing of stewardship reports, sponsorship packages, donor appeal letters, and other related collateral materials that support gift cultivation and donor stewardship.
- Prepare donor packets and presentations for cultivation and stewardship efforts.
- Collaborate with the marketing and communications team on the development of strategic messaging for assets such as website, social media, newsletters, and videos.

**Events/Outreach:**

- Coordinate and/or assist with outreach efforts as determined by the CEO or Director of Development, including necessary follow-up/admin pertaining to board, committee, and other meetings.
- Host informational meetings for donors, prospective donors, and strategic community partners.
- Assist in performing fundraising activities related to special events (i.e. donor receptions, luncheons, and/or summits).
- Represent the organization by attending community events and working at major Lemonade Day events as assigned, which may include weekends and evenings.

**Other:**

- This job description is not intended to be all inclusive and could include other reasonably related business duties that may be requested by the CEO or Director of Development.

**Qualifications**

**Education Credentials and Skills:**

- Bachelor's degree in a related field
- 3-5 years of relevant professional nonprofit fundraising experience
- A demonstrated ability to write a case for support and persuasive communications skills
- Proficiency in Microsoft Office, Google Drive, and a fundraising database/management software
  - Familiarity with the following programs preferred: Box.com, Salesforce, Survey Monkey, and an email marketing platform like iContact, MailChimp or Constant Contact
- Ability and willingness to learn and implement new applications/systems and establish a lasting culture of philanthropy within the organization

**Personal Skills and Characteristics:**

- Focused on cultivation and stewardship of funds to support the coordination and seamless delivery of the Lemonade Day program across the country.
- Strong administrative skills and self-motivated with the ability to set priorities and manage multiple tasks under minimal supervision in effective and efficient manner.
- Ability to work under pressure and respond to deadlines without sacrificing quality.
- Strong problem-solver, highly organized with excellent follow-up and attention to detail, ability to retain and recall information quickly.
- Self-starter with ability to work independently and as part of a team on multiple initiatives at the same time; excellent analytical and project management skills.
- Ability to organize and prioritize work, as well as shifting priorities.

- Excellent verbal and written communication skills
- Positive attitude and high level of integrity
- A strong professional presence that demonstrates skill and authenticity, thereby instilling confidence and trust in donors, community partners, other nonprofit representatives, and colleagues.

## Compensation

Salary and benefits package are competitive with other national nonprofits, and commensurate with experience.

**P4L DBA LEMONADE DAY IS AN EQUAL OPPORTUNITY EMPLOYER.**

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