



More Than Just a Day.

Job Description

## Director of Development

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| <b>Job Title</b>                  | Director of Development   |
| <b>Reports to</b>                 | Chief Executive Officer   |
| <b>Department</b>                 | National Office   |
| <b>FLSA Status/Classification</b> | Full Time/Exempt/Salaried   |
| <b>Salary</b>                     | Range \$80,000 - \$90,000   |
| <b>Resume submittals to</b>       | Nicole Cassier-Mason, CEO, <a href="mailto:nicole@lemonadeday.org">nicole@lemonadeday.org</a> |

### Job Summary

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 2006, 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, and work the plan. 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.

The innovative and successful Lemonade Day is focused on empowering today's youth to become tomorrow's entrepreneurs. With a national office based in Houston, in 14 years, Lemonade Day has grown to become licensed and independently operated in 84 cities in the US, Canada, and Bermuda, serving over one 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 cities and agree to abide by branding and program standards. In 2019, community partners utilizing the Lemonade Day program included over 400 schools plus 72 Boy Scouts and Girl Scouts troops, 39 Boys and Girls Clubs, and 23 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.



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Led by the CEO, the national team includes six full-time staff and is supported by contract staff based in multiple locations. The Director of Development works closely with the CEO, along with the national Board of Directors and staff, to develop and achieve Lemonade Day's short and long-term program goals and objectives.

### **Duties and Responsibilities**

Lemonade Day is seeking a passionate, energetic person eager to join a growing, dynamic organization. The Director of Development works with the CEO and national Board of Directors on developing and executing fundraising initiatives. This position is assisted by the Office Manager/Executive Assistant to CEO and other contracted providers.

The Director provides fundraising support for the Lemonade Day National team and its affiliate communities. The annual operating budget for the organization is approximately \$1.3 million. The Director is responsible for meeting an annual fundraising goal of approximately \$600,000. The revenue model is supported by philanthropic dollars and sponsorships in addition to fees through the sales of licensed programs. Ultimately, the Director is responsible for strategic fundraising planning and activities with the goal of maximizing both annual unrestricted income and targeted support for strategic organizational and program priorities.

Periodic travel might be required of the Director, depending on strategic fundraising initiatives at the national or regional level. A flexible work schedule and office environment is offered.

#### *Fund Development*

- Manage research on prospective corporations, foundations, individuals, religious institutions, and government entities.
- Oversee the preparation and management of grant requests to private donors, and in some instances, government agencies.
- Manage the funding schedule and deadlines calendar, ensuring grant obligations are being met.
- Maintain a portfolio of major donors and foundation/corporate donors and develop/implement strategies for effective cultivation and stewardship.
- Oversee the processing of donations and reconcile with the finance team, and handle acknowledgement letters and other correspondence in line with responsible stewardship practices.
- Ensure donor files are being maintained in Salesforce and Box.
- Create monthly fundraising reports and other database reports as needed.
- Provide excellent and timely customer service to donors, board members, and community partners.
- Develop, implement, and maintain fundraising best practices; train staff and community partners in cultivation and stewardship efforts to retain and grow donations and grants.

#### *Communications*

- Support the CEO and National team to implement the strategies/tactics identified in the organization's Strategic Communications Plan.
- Assist in the production and mailing of stewardship reports, sponsorship packages, donor appeal letters, and other related communications pieces that support fundraising.
- Oversee preparation of 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, and videos.



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### *Events/Outreach*

- Assist the CEO in preparing for bi-weekly Board of Directors and Board Fundraising Committee meetings and any necessary follow up.
- Oversee the production of special events (i.e. donor receptions, luncheons, and/or summits).
- Host informational meetings for donors, prospective donors, and strategic community partners.
- Coordinate and/or assist with outreach efforts as determined by the CEO.
- Represent the organization by attending community events and also committing to work at major Lemonade Day events as assigned, which may include weekends and evenings.

The Director will perform additional duties as deemed necessary by the CEO. This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

### **Qualifications**

#### Education Credentials and Skills:

- Bachelor's degree in a related field
- 3-5 years of relevant professional non-profit fundraising experience
- A demonstrated ability to write a case for support
- Proficiency in Microsoft Office, Google Drive, and a fundraising database/management software
- Familiarity with the following programs preferred
  - o 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 and systems

#### 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 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 and adjust to 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, and other nonprofit representatives

### **Compensation**

Competitive salary and benefits package; salary commensurate with experience.

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