

CUESA (Center for Urban Education about Sustainable Agriculture) is a nonprofit organization dedicated to growing thriving communities through the power and joy of local food. We envision a world that nourishes all people, local economies, and the living earth. We operate the Ferry Plaza Farmers Market and Mission Community Market in San Francisco, and education programs for eaters of all ages.

The Director of Development oversees all fundraising activities of the organization and will implement an existing annual fund development strategy. The Development Department is responsible for raising income from events, individual donor fundraising, and institutional fundraising (corporate sponsorships and grants), accounting for upwards of \$885,000 annually. CUESA is moving from an event-heavy fundraising model to a more diversified fundraising model that places a greater emphasis on major gifts and potentially other income streams to be explored.

The Director of Development will lead a small fundraising department including a Partnerships and Events Manager and a Volunteer and Special Projects Coordinator. The Director will look critically at how the Development Department allocates time and energy to find solutions like streamlining staff roles and projects, and facilitating the wider adoption of Salesforce as our CRM platform.

Our organization is committed to diversity, equity, inclusion, and justice in our programs and across all aspects of our organization. This candidate will work alongside staff to incorporate community-centric fundraising tactics to disrupt the harmful aspects of donor-centric fundraising; increase representation and diversity in development and fundraising projects; and create systems that fairly value the time, energy, and resources of all participants in fundraising activities.

CUESA values leaders who are committed to our mission and are willing to “roll up their sleeves” while working on a highly collaborative team, across multiple departments.

RESPONSIBILITIES

Individual Giving & Major Donor Fundraising

- Develop relationships with current and prospective major donors from CUESA, and support relationships between donors and other team members.
- Design and implement a process to screen major donor potential for every person who contributes to CUESA. Prospect from existing list of contacts and qualify new leads through wealth screening and other methods.
- Oversee all fundraising efforts related to events including the fall Sunday Supper gala, summer mixer, and 2-3 smaller more private “ask” events to take place annually.
- Create and implement plans and strategies for donor development and moves management, including a standardized stewardship plan and developing the monthly donor program.
- Present fundraising reports to the Board of Directors and engage individual Board members in fundraising efforts.

Online Giving

- Analyze appeal materials from prior annual giving campaigns (online and snail mail) and develop a plan that will enhance income and minimize cost and staff time.
- Develop annual calendar of online fundraising campaigns and communications (including quarterly donor newsletter), working with the Communications team.
- Increase frequency of online fundraising campaigns to quarterly.
- Work with Market Operations and Communications teams to create and implement a strategy for increasing in-market and online donor cultivation, engagement, and retention.
- Create a plan for #GivingTuesday and year-end giving to start early and double the amount of donations from last year to this year.

Grants & Foundations

- Develop, implement, and manage a grants pipeline, including deadlines and due dates; research new grant funders and opportunities on an ongoing basis.
- Collaborate with contract grant writers to update boilerplate language and attachments.
- Ensure that reports for current funders are completed on-time or in advance.
- Raise 12%-15% of grant income from new institutional funders.
- Work with Education staff to manage reporting outlined in grants (government, foundation, or corporate) to ensure that required reports and invoices are completed on schedule.
- Edit LOI's, reports, and applications; collaborate with Education staff and to develop grant proposals and gather information for reports.

Strategy, Capacity Building, Managing & Developing Staff

- Review and update an existing annual fund development plan.
- Involve the Executive Director, staff, and Board of Directors in both strategy and implementation of fundraising efforts.
- Participate in team racial equity work and initiatives to advance Diversity, Equity, Inclusion, and Justice (DEIJ) framework and work plan, and actively work to advance DEIJ in fundraising strategies and practices.
- Improve data integrity and increase overall use of Salesforce.
- Create and implement processes and procedures for the Development Department.
- Collaborate with the Communications Director and Executive Director on Impact Report.
- Manage and oversee Development team, including formalizing roles, scheduling regular check-ins and planning meetings, and setting expectations for success including S.M.A.R.T goals.
- Support the organization's rebranding efforts (launching in March 2022).
- In 1-2 years, spearhead the organization's first capital campaign.

ABOUT YOU

You are a hardworking, dynamic, and gregarious fundraising professional and team player who can work the room during a fundraising event, and will also stick around to the end to wash a few dishes as needed. You excel at relationships and are passionate about good food. You are someone who can infuse a thoughtful, deliberate management approach in our fast-paced environment.

Minimum Qualifications

- A minimum of six years' experience in a leadership role in the nonprofit sector, including a successful track record working with and managing teams
- Demonstrated expertise in fundraising, especially major gifts
- Enthusiastic personality and a positive, can-do attitude
- A commitment to anti-racist, community-centric fundraising

- Ability to establish and maintain great working relationships with a variety of constituents
- A self-starter with strong attention to detail and proven experience managing multiple priorities
- Strong writing skills and attention to detail for a variety of correspondence such as grant applications and reporting, policies, procedures, informational documents, and contracts
- Strong leadership, interpersonal, and communication skills; high emotional intelligence
- Demonstrated experience managing project and program budgets
- Available to attend occasional evening and weekend events and programs
- Able to perform with a high degree of professionalism

Desired Qualifications

- Master's degree in Nonprofit Management, Fundraising, Organizational Development, or related experience
- Experience with large fundraising events and/or capital campaigns
- Knowledge of and proficiency in managing a donor database, such as Salesforce
- Familiarity with farmers markets, small farm operations, and sustainable food systems, especially food access and food equity issues, with a clear sense of the Bay Area food landscape in particular

Job Parameters

- This is a full-time, exempt salaried position based on a 40 hour/week.
- The work schedule is generally Monday-Friday, 8 hours/day, with flex scheduling for occasional Saturdays or evenings a few times a month.
- Salary is set at \$90,000 (non-negotiable) and includes workers compensation coverage, earned sick leave, paid vacation, and holidays. Medical, vision, and dental care benefits are provided.
- This position requires frequent in-person work at the CUESA office at the San Francisco Ferry Building and CUESA's farmers markets, deemed an essential function. Proof of vaccination against COVID-19 is required. Personal Protective Equipment can be provided. Some work may be conducted remotely during the pandemic, as mutually agreed upon.
- This position reports to the Executive Director.

CUESA is an equal opportunity employer that strives to create a diverse, equitable and inclusive workforce. We strongly encourage people of color, LGBTQ individuals, and people with other marginalized identities to apply.

To apply, please send a cover letter and resume to development@cuesa.org by EOD Friday, October 15, 2021. Email submissions only; no phone calls, please. Thank you for your interest!