



Development Director

Position Summary: The Development Director is responsible for ensuring the success of KPFA's Bay Area fundraising programming. The Director works with staff, board members, and volunteers to provide leadership and strategic direction to grow KPFA's revenue. They oversee and manage KPFA's efforts to develop fundraising strategies for individuals and private foundations. They also establish quarterly on-air fundraisers to meet annual and long-term revenue goals. They execute personal and program-wide development efforts that identify, assess, cultivate, solicit, and steward donors for pledges, grants, and planned gifts. This position requires a self-starter who is able to work both collaboratively and independently and possesses strong interpersonal and time-management skills. A successful candidate will have a strong commitment to and passion for KPFA's mission, vision and values.

Essential Duties Include:

- Establishes personal and team goals, objectives, and strategies; creates, manages, and evaluates expense and revenue budgets.
- Manages the station's current five annual Fund Drives, procures and/or creates "Thank You" gifts, finds 'matches', coordinates radio host pitching and support staff schedules.
- Develops and executes short-term and long-range major and institutional giving plans that include overall strategy, proposed activities, required resources, and revenue goals; collaborates with the General Manager and Business manager on strategy and activities.
- Regularly assesses progress toward goals and reports to the General Manager.
- Prepare periodic station reports of specific development activities and procured funding sources to be presented to the Local Station Board, Listeners and Staff.
- Provides strategic leadership to KPFA staff and volunteers in designing and implementing fundraising strategies to sustain annual, major gift, and grant support.
- Staff management: Hire, supervise, regularly evaluate and lead the in-house development team of membership coordinator/s, assistants and volunteer associates.

Frontline Fundraising

- Defines and regularly assesses major giving, including overall strategy, proposed activities, required resources, and donor and revenue goals
- Develops a portfolio of approximately 100-150 donors to build relationships with donors whose giving capacity has been rated at \$5,000 and more.
- Executes personal and program-wide institutional giving efforts that identify, assess, cultivate, solicit, and steward private foundations or government entities.
- Develops and implements techniques with volunteers and staff to identify, cultivate, solicit, and steward prospective significant donors.
- Clearly and professionally articulates KPFA's vision and funding priorities to prospects and donors verbally and in writing; prepares written proposals, informational materials,



