

**FAMILY CONNECTIONS**  
**Director of Development**

***Family Connections in San Mateo County, CA, seeks an entrepreneurial, roll-up-your-sleeves leader to build the fundraising infrastructure necessary to identify, solicit, and steward individual and institution funders in support of closing the achievement gap.***

Family Connections knows that a healthy, positive family dynamic is key to a child's success. That is why Family Connections is a family learning community focused on discovery and growth for children *and* their parents/caregivers. What began in 1993 as a grassroots effort modeled on co-op preschools has evolved into a uniquely comprehensive, bi-lingual, parent-child education center in which parents and children attend programs together, learn together, and grow together – from cradle to college. Their *Parent Participation Preschool* provides enriching early learning experiences for birth-to-five year olds, resulting in children who arrive at kindergarten academically and socially ready to learn. At the same time, their *Parent Leadership Curriculum* and in depth family case management helps parents confidently and successfully embrace their role as their child's first teacher, most influential role model, and best advocate. After preschool, the *Young Scholars* program sustains positive family dynamics from kindergarten through high school so that Family Connections' graduates and their families have the tools to become the drivers of their own success and leaders in their extended communities.

Family Connections' track record of success stems from three research-based principles embraced by their founders nearly 25 years ago: (1) Parent involvement in a child's education is consistently, positively associated with a child's academic performance; (2) Without high-quality learning experiences and healthy relationships, at-risk children are less likely to grow into accomplished students, successful workers, and engaged citizens; (3) Babies are born learning, and for at-risk children, the achievement gap can be seen as early as at the of age nine months. Starting early, and involving parents throughout the process, can prevent the achievement gap of children of low-income families from ever taking root.

Family Connections currently operates in East Palo Alto, East Menlo Park, and Redwood City serving approximately 600 individuals per year. The organization has eight full-time, and eight part-time staff with an annual operating budget of approximately \$1.5M. Of that, approximately 55% is received from individual gifts and annual special events, 35% from government grants and contracts, and 10% from foundations.

On the heels of a comprehensive strategic plan outlining ambitious but attainable goals, and an in-process marketing and branding revamp, Family Connections seeks a Director of Development to build a small team to manage all aspects of the organization's development and marketing initiatives including: major gifts, annual giving, events, grants, and community, donor, and social media outreach.

**ABOUT THE ROLE**

Reporting to the Executive Director, the Director of Development is a member of the senior management team and provides leadership, management and coordination for all Family Connections' individual and institutional fundraising efforts, and marketing and communications

activities. She or he will drive acquisition and retention of contributed revenue through both innovative and traditional methods. The Director provides support to the ED and the Board on all matters related to fundraising, brings a big-picture perspective, institutes fundraising best practices, and ensures that Family Connections is well-positioned to compete in San Mateo and Santa Clara county philanthropic circles.

The Director will be a hands-on and deeply involved fundraiser and relationship builder, responsible for developing and achieving specific fundraising targets. This is a high-output environment that focuses on results achieved through creative thinking, targeted thoughtful action, and open communication. The Director of Development will review the current fundraising support infrastructure to ensure the organization responds quickly, effectively, creatively, and contextually to financial needs and donors' interests.

For the first three months, the Director of Development's immediate priorities are to:

- Thoroughly understand Family Connections - its history, culture, traditions, programs, personalities, constituencies; understand its base of financial support and the short- and long-term funding requirements of the organization;
- Immediately assess the "state of play" of in-process fundraising efforts and provide support for those efforts; assume a hands-on role in the identification, cultivation, solicitation, and stewardship of major gifts, and for growing institutional support from corporate, government and foundations;
- In collaboration with the Executive Director, refine the fundraising plan that includes donor segmentation, objectives for individual and institutional fundraising and success metrics, identification of staff and trustees who will be actively involved in fundraising and definition of roles, targets and fundraising goals.

Additionally, the Director of Development will execute the following responsibilities on an ongoing basis:

- Oversee and manage all aspects of the annual campaign, individual and major donor cultivation, foundation, corporate and government grants, and special events including the annual signature Night of Dreams;
- Manage and personally engage in solicitation and stewardship activities in collaboration with the Executive Director and members of the Board; provide training and support to active and engaged board members who have a range of fundraising skills and abilities;
- Recruit and manage a team of one or two professionals who have the appropriate balance of fundraising and marketing competencies;
- Increase awareness of Family Connections' mission, programs and program effectiveness, ensuring that attention is focused on strengthening relationships that support the organization.

## **IDEAL EXPERIENCE AND QUALIFICATIONS**

The Director of Development should have the following experiences and qualifications:

- Minimum of five years of experience in attracting financial support from individuals, foundations, businesses, and/or government sources; demonstrated results in personally cultivating and sustaining donors; experience managing funds from public agencies would be a plus;

- Broad-based knowledge of various development activities including web, social media, direct mail, proposal and grant development, event planning and management, direct solicitations, leveraging fundraising databases and support systems for donor segmentation, research and volunteer management;
- Demonstrated skills in motivating, directing and managing staff, and in coordinating and supporting the fundraising activities of others; a good listener and strategist; comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan;
- Exceptional organization skills; one who can manage and juggle competing priorities; excellent follow-through and attention to detail;
- A resourceful individual with a high energy level and can-do attitude; a self-starter, problem solver, strategic and big-picture thinker;
- Outstanding oral and written communication skills; a confident public speaker and presenter; the ability to work effectively with individuals from diverse backgrounds;
- Bachelor's degree;
- Commitment to and enthusiasm for Family Connections' mission and values; experience in youth and family-serving organizations is a plus.

To apply, nominate others or for further information, please contact:

Lisa Grossman  
(650) 323-3565  
[lisag@moppenheim.com](mailto:lisag@moppenheim.com)

m/Oppenheim Associates  
425 Market Street, Suite 1020  
San Francisco, CA 94105