

## TEN STRANDS

### Director of Development

***Ten Strands seeks a fundraising strategist and relationship-builder to directly solicit individual and institutional donors to fund programs, advocacy, and partnerships that advance the environmental literacy of California's 6.2 million public school students.***

Ten Strands brings environmental literacy to all of California's K–12 students in partnership with state government, local education groups, nonprofit providers of environmental education, community stakeholders, and funders.

The organization was founded in 2012 by environmental entrepreneur and educator Will Parish, and shaped in collaboration with education professional Karen Cowe. Ten Strands acts as an education incubator and catalyst for fresh approaches that engage students, teachers, parents, and community members. Efforts are supported by various kinds of contributed revenue, including pass-through funding, that promotes collaborations with groups able to add uniquely enriching perspectives to improve educational content and its relevance to California's diverse school children, families, and communities.

Ten Strands and its partners build capacity, transform school districts and systems, and ensure teachers have access to high-quality curricula and supplemental instructional resources. The team also shapes programs that advance professional development opportunities for educators, and seeks outdoor education resources so teachers can deliver hands-on/minds-on education experiences to students inside and outside of the classroom. Ten Strands works inclusively with others to bring resources, stakeholders, and expertise together, with a focus on equity and cultural relevance in all they do. This is a model with national implications.

With offices in San Francisco's Presidio, Ten Strands is supported by a [staff](#) of six located across the state, a volunteer [Board and Advisory Board](#), and governmental and non-governmental [partner organizations](#). The annual budget is approximately \$2.5M and is expected to grow to \$4-5M. The organization's strategy is to retain a small staff and to deploy resources to partners and programs that advance California's environmental literacy agenda. Additional information on the organization can be viewed through the [Ten Strands website](#) and [annual report](#).

### **BASIC FUNCTION**

Reporting to the CEO, the Director of Development will work closely across the organization, with other members of the staff, and with Board, partners, and community members.

Upon joining Ten Strands, the Development Director will evaluate and take charge of in-process fundraising efforts and will recommend any changes in solicitation targeting priorities and direction for fundraising initiatives. Within the first 90–120 days, the Development Director will develop a fundraising plan with outlined budgets and success metrics, and sections on:

- Annual fund fundraising including individuals, foundations, businesses, and government targets, with objectives for each;
- Designated giving for special events, convenings, curriculum development, workshops, advocacy, etc.;
- Fundraising infrastructure and Board involvement, including roles, responsibilities, and metrics for staff and members of the Ten Strands Board;
- Future fundraising initiatives.

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The Development Director will oversee the delivery of a high-touch stewardship and donor recognition program and will interact regularly with major donors. She/he will help to create and sustain strong, ongoing and congenial relationships across California's education community, and with nonprofit, business, and government advocates for integrating environmental know-how into California's K-12 system.

This is a collaborative, roll-up-your-sleeves, direct solicitation environment that requires a commitment to Ten Strands' mission and vision. Overall, there will be intense focus on direct solicitation and leveraging others to directly solicit. Planning is fine; asking is better.

Additionally, the Development Director will also accomplish the following:

- Partner with the CEO and staff to establish priorities and strategies for Ten Strands' goals and objectives, implementing a comprehensive and strategic development plan aimed to support the organization's mission and activities, building upon the strengths of existing development efforts, and aggressively pursuing new opportunities for funding and engagement;
- Provide dynamic and innovative leadership for Ten Strands' fundraising efforts, building an infrastructure that supports short- and long-term goals, and ensures the organization can respond quickly, effectively, creatively, and contextually to short-term operating needs and long-term financial requirements;
- Deepen relationships with current donors while launching initiatives to identify and target other avenues for major financial contributions;
- Manage and engage in solicitation and stewardship activities;
- Orchestrate special events to boost institutional/individual fundraising efforts, celebrate contributions of various donor groups, and mark special milestones;
- Establish institutional giving programs for corporate and foundation gifts; ensure successful adherence to grant and restricted giving agreements; establish clear standards for institutional sponsorship, with particular emphasis on the proper use of logos, brands, naming and other recognition opportunities;
- Reinforce a culture of philanthropy among all stakeholders, from Board members to volunteers to donors. Guide and support staff who are engaged with fundraising by fostering teamwork, comradery, and accountability;
- Identify and recruit Trustee candidates who help the Board reach its fundraising objectives;
- Ensure donor data is collected and leveraged to drive outreach and maximize total revenue; and
- Report regularly on outcomes, efforts and progress toward fundraising goals.

### **CANDIDATE PROFILE**

The ideal candidate is passionate about Ten Strands' mission, has a strong personal commitment for the equitable expansion of **environmental literacy for all California students**, and understands how to successfully build and engage a membership constituency and synchronize fundraising initiatives with the core mission of the organization. An affinity for

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Ten Strands' mission will be essential in successfully developing a vision for the development function.

Additional desired qualifications include the following:

- Substantial fundraising experience that includes annual, endowment, and event fundraising. Broad-based knowledge of various development activities including: web, social media, leveraging fundraising databases and support systems for donor segmentation, research and volunteer management, etc.;
- Proven ability to raise principal or major gifts from individuals and institutional sources. Experience in structuring sponsorships; demonstrated success with establishing stewardship and donor recognition programs that sustain long-term relationships;
- Strong management skills, both strategic and operations, and a demonstrated ability to build, manage, motivate and inspire others to productive action;
- An exceptional communicator, both in writing and orally who can translate Ten Strands' mission and programs into fundraising initiatives that garner financial support;
- Builds constructive working relationships characterized by a high level of acceptance, cooperation, and mutual respect;
- Thoughtfully intervenes in conflicts to improve communication, diffuse tension, and resolve problems. Seeks to find common ground and preserve relationships;
- Seeks different points of view and leverages diverse perspectives in group processes and decision-making. Checks own views against the views of others; and
- Strives to understand the data, the people, and their views before making decisions and taking action. Promotes cooperation and commitment within a team to achieve goals and deliverables.

*As an equal opportunity employer, Ten Strands is committed to identifying and developing the skills and leadership of people from diverse backgrounds. People of color, differently-abled people, and LGBT persons are strongly encouraged to apply.*

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