

JEWISH FAMILY SERVICES OF SILICON VALLEY
Director of Development

JFS SV seeks an individual with a track record of securing major gifts to develop the strategy for increased and sustained contributed revenue, and work with agency leadership to achieve the goals of the capital campaign.

[Jewish Family Services of Silicon Valley](#) (JFS SV) empowers individuals and families facing life's challenges by providing quality social services inspired by Jewish values. Since its inception in 1977, JFS SV has been committed to the vision that children, adults and families in the community should have access to affordable and meaningful services that help them to have a better life regardless of race, religion, ethnicity, sexual orientation or ability to pay.

JFS SV offers a broad array of services and in the past several years has been intently focused on growing two distinct program areas:

- JFS SV is one of two agencies in Santa Clara County that offers refugee resettlement and acculturation services for families and individuals and the last fiscal year has resettled and helped acculturate over 350 refugees. This work is funded primarily through government contracts and grants, and is executed by the tireless work of staff and volunteers. (There is also an Emergency Fund for Refugee Services to which individuals contributed nearly \$500K last year.)
- JFS SV serves older adults and the need will continue: by 2060 the aging population will grow to over 200% and Santa Clara County lacks coordinated care to support older adults and their caregivers at all income levels. JFS SV is developing The Rusnak Center for Aging & Caregiver Services – a one-stop shop for care coordination and navigation, fall prevention, home care to assist with activities of daily living, enrichment programs for those living with dementia, spiritual and mental health support, and support for caregivers - designed so older adults age with dignity and live independently for as long as possible. JFS SV has launched a \$5.5M capital campaign to fund this new initiative, and has raised \$1.3M toward its goal to raise an additional \$2M by June 2023.

Jewish Family Services of Silicon Valley has more than doubled in size in the past two years and is developing the infrastructure to support continued growth. For FY22/23 the budget is over \$7M, of which over 50% is funded by government contracts and grants. The remaining portion comes from donations and events and under the leadership of the organization's first professional Director of Development, contributed revenue needs to radically increase. Headquartered in Los Gatos on a beautiful campus, JFS SV has a staff of 28 (and growing) and is governed by a 14-person board of directors. The CEO of 20 years is retiring in 2023 and the board has announced that the Chief Operating Officer will become her successor.

JFS SV is committed to the core values of Jewish traditions of social responsibility, compassion and respect for all members of the community, and social work ethics of responsive, caring and skilled professional service, and responsiveness to the changing needs for the people served. JFS SV is in the people business and this carries into the culture of the organization: staff and board are collaborative, diverse, and committed to supporting each other to ensure the work of JFS SV is carried out with dignity.

THE POSITION

The search for the Director of Development (DoD) is a result of the organization's commitment to invest in resources that elevate leadership and increase JFS SV's capacity to better serve the community, and places a high priority on raising contributed revenue from individuals, corporations and foundations. As a member of the senior leadership team, the DoD reports to the COO/future

CEO and works closely with the CEO and the board on capital campaign and major gift cultivation. The DoD will coach and provide support to the COO, CEO and board in their fundraising activities, and brings expertise, best practices and inspiring leadership to JFS SV.

Central to JFS SV achieving its mission is to take a refreshed, forward-thinking approach to increasing contributed revenue. In collaboration with the COO, CEO and board, the DoD will create a fund development strategy that includes donor segmentation, moves management processes, objectives for individual/annual fundraising, major gifts, events, planned giving and related success metrics. The DoD has direct oversight for contributed revenue and will place emphasis on the identification and cultivation of new donors and stewardship of current donors/philanthropists, corporations and foundations. The DoD will be a hands-on, fearless, energetic fundraiser who will spend time in the community developing strategically important relationships, while at the same time inspiring and transparent leadership and management to the Development staff ensuring the team is motivated, focused, results-driven and accountable.

In the first six months, the Director of Development's immediate priorities are to:

- Immediately assess the current status of ongoing fundraising efforts and provide support for those efforts as needed; assume a hands-on leadership role in the identification, cultivation and solicitation of major gifts and corporate funders.
- Thoroughly understand JFS SV - its history, culture, programs, personalities and constituencies; understand its base of financial support and the short and long-term funding requirements of all segments of the organization.
- Develop strong relationships with the COO, CEO, Board Chair, Chairs of the Development Committee, staff, consultants, and other stakeholders. Meet with key funders and others critical to individual and institutional fundraising efforts.

Ongoing responsibilities include:

- Manage and personally engage in solicitation and stewardship activities in collaboration with the COO, CEO, board and other staff; provide leadership and coaching to assist others in their fundraising success.
- In collaboration with the COO, recruit staff with appropriate balance of skills and experiences and regularly review performance; provide professional development and training opportunities to cultivate staff skills and professionalism; establish work plans, performance objectives and goals,
- In collaboration with the board and the Finance Department, establish KPIs and processes for budget and impact projections, and course correction; prepare and manage annual budget for the Development department.
- Elevate the strategy for direct marketing and all outwardly facing materials; understand JFS SV's initiatives and develop stories/scripts on the impact of donors' gifts. In collaboration with the Marketing staff and outside consultants, expand the public's awareness of JFS SV, its mission, values, outcomes and stories through consistent and effective communications through direct mail, website, social media, donor material, and other collateral; plan and execute special events that promote the organization and its mission.
- Manage the activities of the JFS SV Development and Capital Campaign Committees, including organizing meetings of the Committee, using members to carry out the fund-raising action plans established and identifying, recruiting, and training new volunteer leaders.

IDEAL EXPERIENCE and QUALIFICATIONS

The successful candidate will have a track record of increasing revenue for an organization or business, and whose values of Jewish traditions align to JFS SV. Additionally:

- Bachelor's degree and five (5) years of experience in a non-profit or business environment.
- Substantial fundraising or revenue generating experience within a high-performing organization that includes a successful track record of personally raising gifts from individuals or institutional sources.
- Demonstrated skills in motivating, directing, and developing a team, and in coordinating and supporting the fundraising activities of others; holds team and self accountable for reaching or exceeding targets.
- Broad-based knowledge of various development activities including: direct solicitations, online giving, social media, direct mail, proposal and grant development, planned giving, capital campaigns, event planning and management; practical experience in using data to manage the fundraising process, enhance donor cultivation and drive fundraising priorities; an understanding of Telosa Exceed Premier or other fundraising software would be a plus.
- 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.
- Derives energy from connecting with individuals, aligning the case for support, creating opportunities for engagement and building enthusiasm for JFS SV.
- Superior written and oral communication skills, with exceptional attention to detail and the ability to articulate a compelling case for programs.
- Emotionally mature with a very good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

The position is full time, 37.5 hours/week. JFS SV offers a competitive benefits program, contributions to 403B program, generous time off (including secular and Jewish holidays, and vacation) and 100% paid membership to the onsite fitness center.

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