

Director of Leadership Gifts

Full Time, Exempt
January 2016

About San Francisco Parks Alliance (SFPA):

The mission of SFPA is to inspire and promote civic engagement and philanthropy to protect, sustain, and enrich San Francisco parks, recreation, and green open spaces. SFPA is dedicated to fulfilling a vision that acknowledges and supports the critical environmental functions parks serve while striving to ensure that they are accessible, beautiful, safe, clean, fun, and managed in a manner that makes them accountable, open, and welcoming to all.

SFPA engages the private sector in **Philanthropy** to support park improvements that strategically complement public investments. Inclusive **Policy and Education** is an essential part of SFPA's mission. SFPA seeks to enhance public participation in the challenges and opportunities facing our park system and to grow our network of park supporters. SFPA partners with multiple government agencies including the Recreation and Parks Department, Port of San Francisco, and the Department of Public Works, as well as the Mayor, the Board of Supervisors, and other elected and appointed officials. SFPA engages in **Stewardship and Volunteerism**, by serving as the fiscal sponsor for more than 100 Park Partners – a wide array of community organizations engaging in park improvement projects and programming that activates our park system. Our stewardship also includes the **Blue Greenway**, our vision for the new waterfront emerging from AT&T Park all the way south to Candlestick Point.

In 2016, SFPA is embarking on a **Playgrounds Capital Campaign**, in partnership with the San Francisco Recreation and Parks Department (RPD), to renovate 13 playgrounds across the City. Of the \$26 million goal for this campaign, \$15.5 million has been secured in public funding. The Director of Leadership Gifts will take a leadership role in driving this campaign.

SFPA has an annual budget of \$14 million, including a \$3 million core operating budget and approximately \$11 million in Park Partner activities. SFPA has a paid staff of 17, a Board of 23 civic leaders, an advisory Parks Policy Council of 24 community leaders, and thousands of volunteers. The Director of Leadership Gifts position is part of a comprehensive Philanthropy team that includes the Associate Director of Philanthropy, Development Operations Manager, Marketing & Communications Manager, and Development Associate, all led by the Director of External Affairs. The CEO is deeply involved in all aspects of SFPA's fundraising.

Position Summary:

Reporting to the Director of External Affairs, the Director of Leadership Gifts will actively cultivate relationships with donors, solicit gifts, acknowledge those gifts and steward these ongoing relationships. The Director will also manage the fundraising efforts of the Board of Directors, other staff, and external stakeholders. The Director will be responsible for leading SFPA's Playgrounds Capital Campaign, which is in its formative stage. This role provides leadership in developing SFPA's overall capital campaign strategy and engagement of individual donors, and serves as the primary point of contact with RPD. The Director simultaneously develops and executes SFPA's strategy for stewarding the organization's Park Leadership Society of donors above the \$1,000 threshold, and serves as executive sponsor in designing and executing the annual Party for the Parks event which attracts over 600 influential park supporters each year.

Benefits and Opportunities

- Opportunity to lead efforts in designing and executing the first capital campaign to be pursued by the Parks Alliance.

- Collaborate with a Director of External Affairs with 20 years of experience in communications, public policy, and fund development; and with a CEO with 30 years of nonprofit organization development, governance, development, and talent management experience.
- Engage in creating transformations in San Francisco's parks and open spaces that will serve residents for generations to come.
- Maximize SFPA's potential as a driver of philanthropic support for the City's parks and open space needs.

Responsibilities:

Playgrounds Capital Campaign Leadership (50% time allocation)

- Lead the staff and Board in developing a comprehensive strategy to secure approximately \$11 million in philanthropic support.
- Engage current and potential campaign donors through cultivation and direct solicitation of gifts.
- Support the CEO, other senior staff, Board members, and volunteers in their cultivation and solicitation of donors.
- Ensure that the capital campaign enhances, rather than competes with, SFPA's annual fund strategies.
- Coordinate with the Development Operations Manager in identifying, tracking and reporting on all relevant data in support of the campaign.
- Coordinate with the Associate Director of Philanthropy in identifying and soliciting corporate and foundation support.

Park Leadership Society (40%)

- Develop and execute strategies to engage prospects and donors above the \$1,000 threshold.
- Cultivate and solicit gifts from individual donors.
- Support staff and Board in donor engagement and solicitation of gifts.

Party for the Parks (10%)

- Develop creative strategies to enhance the appeal and results of the event, including the party theme and location.
- Partner with Board members in engaging volunteers as Party hosts and sponsors.
- Coordinate with relevant RPD staff in event design and planning.
- Oversee the Communications Manager and event consultant in execution of all aspects of Party production.

Experience Required

At minimum, 5 or more years of progressive experience in fund development with individual donors, including a progressive, successful track record of direct solicitation of gifts of \$1,000 and up. Experience in designing and executing capital, endowment, or other special campaigns is required.

Skills and Capabilities Sought

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| <ul style="list-style-type: none"> • Progressive track record of cultivating, soliciting and stewarding donors above the \$1,000 level • Track record in managing and developing Board engagement in fundraising • Track record of designing fund development strategies, and of setting and achieving quantifiable goals • Experience designing and producing special events, including gala events with ticket prices of at least \$250 | <ul style="list-style-type: none"> • Familiarity with San Francisco-based members of the philanthropic community strongly preferred • Experience collaborating with local government and other civic officials strongly preferred • Excellent communication skills • Ability to work independently and collaboratively • Self-directed, with the ability to prioritize multiple tasks • Strong time management skills • Ability to lift 20-30 pounds • Must have a valid driver's license |
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Behavioral Competencies Required

- Interpersonal skills
- Motivating and mentoring others
- Staff management
- Building collaborative relationships
- Strategic thinking
- Results-oriented
- Environmental and civic stewardship
- Continuous learning

Education Required

Bachelor's degree (preference is given to applicants with degrees having direct relevance to the position's duties.).

Logistics & Details

Compensation: Highly competitive salary will be offered. SFPA offers excellent benefits and a collegial working environment. We are committed to workplace diversity. This is a full-time salaried exempt position (flexible schedule). SFPA is an Equal Opportunity Employer. People of color and military veterans are strongly encouraged to apply.

Location: Our office is located in San Francisco's South of Market neighborhood, with excellent access to mass transit.

Travel: Travel within the City on a weekly basis.

To Apply

Interested candidates should apply by emailing a letter outlining qualifications, salary history, and a résumé as Word or PDF documents to leadershipgifts@sfparksalliance.org with SFPA Director of Leadership Gifts in the subject line. **No phone calls, please.**