



**ACTIVATE
GOOD**
people-powered
projects for good

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Associate Director of Development

About Activate Good

Activate Good is a 501c3 tax-exempt public charity founded in 2005. We believe we all have a responsibility to work towards a better world. That's why Activate Good improves our community through people-powered projects for good. Our long-term vision is a world in which all people realize and act on their power to improve their communities. We work towards our goals by:

- Connecting individuals, groups, and companies to volunteer needs with over 600 partnering nonprofits and community organizations in the greater Triangle area, NC.
- Empowering the next generation of young volunteers and community leaders through our Youth Volunteer programs.

Learn more about us at www.activategood.org.

To apply, all candidates must submit their information via our application form located at <https://activategood.org/who-we-are/our-team/join-our-team/>.

Emailed applications cannot be accepted at this time due to volume. Thank you for your understanding and cooperation.

Overview

The full-time Associate Director of Development reports directly to the Executive Director to collaborate on the development, implementation, management and evaluation of the organization's fundraising and donor engagement strategies and ensure financial goals are met. They will advise, co-develop and implement strategic plans using best practices and strategies to meet determined goals effectively. Networking, relationship building, negotiation and collaboration skills are necessary for all fund development activities. A successful Associate Director will support the growth and diversification of Activate Good's revenue, team, and mission as we continue to evolve.

At this time, we are also simultaneously hiring for a Development & Contracts Associate. The incoming Associate Director should be excited about the opportunity to mold new, collaborative relationships with a fresh fundraising team, advancing the way we engage in fundraising.

Qualification Summary

Activate Good seeks an individual with proven experience (5+ years) and success working to both maintain and grow, as well as diversify revenue streams year to year to advance a mission. The incoming Associate Director should be a collaborative teammate and fundraising partner for our Executive Director, a creative and strategic thinker, and an engaging steward for our donors and other funders. Preferred experience includes engaging an active donor base of more than 700 individuals, and raising funds for an annual budget exceeding \$500k - with hopes to grow sustainably in the coming years. Fund development experience within North Carolina's Triangle region/market (Raleigh, Durham, Chapel Hill / RTP) is preferred.

In your application, including recommendation letters and examples that demonstrate success in nonprofit fundraising is recommended.

Responsibilities

Fund Development Outreach, Strategy & Relationship Management

In partnership with Activate Good's Executive Director:

- Develop and implement an annual Fund Development plan to match and support Activate Good's annual budget, generating reports and data to represent feasibility and giving trends as is necessary.
 - This should include, but is not limited to, developing and executing plans for: fundraising events and initiatives; special donor engagements or campaigns; engaging foundations; and engaging major donors.
 - Evaluate and implement effective methods for diversifying both revenue streams and funders.
 - Participate in the development and evaluation of Fund Development KPIs and OKRs annually and as needed.
 - Support the evolution of and oversee the implementation of an engagement ladder for all organizational relationships in relation to fund development goals; coach Programs staff on functions of the ladder and set rules for engagement by certain staff
- Identify, research and cultivate relationships with potential foundations, individual donors, grantors, and corporate partner prospects. Generate contact lists, sources and leads, and develop strategic outreach plans for fund development initiatives and goals. Example goals include, but are not limited to:
 - Increase corporate sponsorship or partnership interest and contracting
 - Increase network of grant sources and grant applications
 - Increase private donor base and minimize turnover
 - Increase major donor base
- Coordinate with Activate Good's Marketing Contractor (outsourced) for social media and other agreed to services related to fund development as needed or requested. Examples

include planning for: donor and sponsor acknowledgement, blog or website content, fundraising event promotions, press releases, and media engagements.

- Represent Activate Good fund development at networking events, conferences, and other public speaking engagements
- Monitor trends in the global, national and local community to adapt fundraising strategies as necessary

Stewardship, Evaluation and Reporting

For all fund development activities and in collaboration with the Fund Development Associate:

- Collaborate and coordinate with the Executive Director, HR & Operations Manager, and Programs to thoroughly and accurately track, maintain and report all metrics for organizational KPIs and any agreed to metrics from third parties (grants, private donors, companies, etc.):
 - Suggest and/or use proper tools, within limited budget, to track, analyze, and report on impacts/outcomes of all fund development initiatives
 - Evaluate all fund development activities regularly to ensure fundraising goals and organizational KPIs are being achieved
 - Provide updates on outreach progress and success to Activate Good's Executive Director
 - Manage data for stewardship reporting related to donor and volunteer experiences.
- Organize methods and lead efforts to regularly acknowledge, thank and build relationships with donors, processing corporate, sponsor, partner, and foundation thank you letters (or other communication forms) as needed
- Ensure the maintenance of complete and accurate representation and data for all donor, grant, company, or other fund development profiles and activities in a timely manner within our CMS, Little Green Light. Tasks include: Initiating new donor, sponsor or company profiles, tracking communication and other profile activities and updating contacts, uploading contract documents to profiles, etc.

Sponsorships & Fundraising Events

With support from and in collaboration with the Fund Development Associate:

- Develop sponsorship perks and info packets as needed for special events, promoting sponsor opportunities as needed to suitable prospects
- Collaborate with Programs to develop custom sponsorships as needed and applicable, balancing Activate Good's needs and community needs with the sponsor's request
- Coordinate and/or facilitate sponsorships in collaboration with the HR & Operations Manager for all accounting purposes
- Coordinate with other staff to fulfill sponsorship deliverables/perks

- Lead Activate Good's fundraising events and special campaigns, and support third party fundraising events that benefit Activate Good as needed. Tasks may include, but are not limited to, the following as needed:
 - Public speaking and presentations in front of audiences of varying sizes
 - Coordination with internal volunteer engagement programs to recruit volunteers to support fund development initiatives

Individual Donors & Major Gifts

With support from the Fund Development Associate:

- Process all donations and donor acknowledgments, matching gifts, and other donor communications as required.
- Provide excellent and timely customer service to external customers who request information, including recent and past donations, and other donor records.
- Support gift reconciliation with any applicable teammates (HR & Operations Manager, Programs, ED)
- Maintain accurate and up-to-date donor contact and biographical information; add gift information and donor correspondence.
- Explain the tax advantages of contributions to potential and confirmed donors.

Grants

- Respond to / write grants that are relevant to the organization's mission and priority areas, collaborating with Programs and the Executive Director as needed
- Effective and timely coordination and submission of all grant requirements (LOI, proposals, reporting, submission, and internal filing)
- Collaborate and coordinate with applicable staff and the HR & Operations Manager as needed to for upcoming deadlines and deliverables; Complete any required grant reporting, collaborating with other teammates as needed
- Monitor paperwork and other related documents connected with grant-funded programs.
- For received grants, ensure Programs staff are properly trained on and understand the parameters required by the grant agreement.

Corporate Engagement and Contracting

- Develop a Corporate Engagement plan in collaboration with organizational leadership to support and implement the strategic priorities of the organization, including but not limited to corporate fundraising programs, such as employer gift-matching.
- Manage and evaluate corporate engagement activities to ensure revenue goals are being achieved, propose new impact programming as appropriate
- Monitor trends in the community to adapt corporate engagement strategies as necessary
- Maintain corporate partner relationships and communicate with contacts regularly
- Oversee and, as needed, support our Development Associate in tasks related to corporate contracting for special, custom volunteer projects and events, or other custom partnerships with fees for service. Tasks implemented by our Associate include, but are

not limited to: discovery meetings, collaboration with the Programs team to develop effective proposals, proposal and agreement development and approval.

- Oversee the maintenance and evolution of Triangle Businesses for Good and Civic 50 in the Triangle. Triangle Businesses for Good and Civic 50 are part of Activate Good's corporate engagement programming, but is also a revenue stream; this programming is managed by our Fund Development Associate.

Board Fundraisers & Relations

- Advise and / or collaborate on Board-lead fundraiser events as needed, ensuring the Board maintains brand and KPI goals in alignment with fund development goals and activities
- Engage in Organizational Committees as assigned

People Management

Right now, this role manages our Development Associate and any interns welcomed to support fund development activities. This role may also support the management of volunteers as needed for projects and events; additional volunteers may also be recruited and managed at their discretion when preferred to support special fundraising efforts.

Other

- Complete cross-training to support organizational operations for coverage of absences of the HR & Operations Manager and Executive Director, including but not limited to financial recordkeeping.
- Support the creation of organizational and departmental documents, trainings, and other data or operations management relevant to the role as directed and needed to support the HR & Operations Manager
- Support programmatic or marketing events and initiatives as needed
- Other tasks as assigned by the Executive Director
- Completion of professional development as directed by the Executive Director and/or HR & Operations Manager

Skills and Requirements

The Associate Director should have:

- Nonprofit Experience, especially regarding fund development and advancement including but not limited to: donor engagement/stewardship; annual campaigns; grant writing and management; strategic funding partnerships; sponsorship development; corporate engagement; fundraising events, etc. Working with capital campaigns is a bonus.
- Nonprofit Project or Program Management is a plus

- Adaptability and Teachability
- Event Planning
- Organization Skills and Attention to Detail
- Communication and Writing Skills
- Financial Management and Budgeting
- Client Service and Diplomacy
- Ethical Decision-making
- Proficiency in the following or similar software, or ability to learn quickly: Quickbooks, Microsoft / Google applications including Excel/Sheets, Little Green Light or other CRM, Monday.com, Golden, Grasshopper, Square and other donor and sales software

All Activate Good Team Members should have:

- Passion for Activate Good's [mission, vision, and values](#)
- Work well as part of a team and independently, self-directed and proactive yet collaborative
- Ability to work effectively in collaboration with diverse groups of people
- Ability to effectively manage other people
- Ability to work well under time pressures and meet tight deadlines
- Technological Proficiency and ability to learn new tools when needed (internet navigation for research, Google Workspace, password vaults, Little Green Light or similar CRM/CMS, monday.com or similar, Square and other payment processors, etc.)
- Talent for thinking outside of the box
- **Schedule:** Activate Good supports a flexible scheduling and remote work policy, which will be reviewed in detail as part of the job offer. For all roles, a majority of operations are expected to occur during standard business hours unless otherwise discussed and approved. Flexibility to work evenings and weekends when necessary for events, projects, or campaigns is sometimes required. Overtime is sometimes necessary and coordination for such needs must be discussed with HR and approved by leadership in advance.
- **Equipment and Work Setting:** Team Members must have their own phone and computer with internet access and be able to work remotely as well as have transportation and the ability to work in an office setting, attend meetings, and occasionally travel. Working in a warehouse environment is also necessary at times.
- **Physical Demands:** For special events and projects, some lifting (up to 40 lbs.) is required, as well as using special tools or equipment including but not limited to: a manual forklift, carts/dollies/hand trucks, power tools for projects, etc. Ability to or willingness to learn to drive a large truck or cargo van (think U-Haul) is helpful.
- **Environmental Conditions and Exposure:** During special events or projects, employees may need to operate or conduct activities in hot, cold, wet, humid, or windy conditions caused by the weather.
- **Education & Experience:** Ideal candidates have a university degree, college diploma, relevant certification or demonstrated relevant experience of two or more years that translate to this role's functions

Legal and Safety:

- For the purpose of grants or other funding streams obtained by Activate Good, and/or working around youth as needed - a background check is required upon hire or at any time thereafter based on need.
- All Activate Good staff are expected to follow health and safety guidelines for all operational, project, and event activities. A waiver and acknowledgment of this policy in full will be signed during onboarding.

Benefits & Compensation

Activate Good staff are offered a comprehensive benefits and compensation package. Compensation may be based on role duties, market evaluation and internal budgets, education and experience, seniority, and more.

The expected hiring range for this full-time position as of May 22, 2024, is \$65,000-\$70,000 annually, based on experience.

Some benefits may be offered or prorated based on role capacity (part- or full-time). Benefits include: flexible PTO, 8 paid holiday closures, and parental leave; employer subsidized (50%) group health and dental insurances; employer paid (100%) Short-Term Disability Insurance; and a SIMPLE IRA retirement plan with a 3% employer match.

Compensation and benefits are evaluated annually by leadership and our Board of Directors.