



LANDSCAPE ARCHITECTURE FOUNDATION

Job Announcement Director of Development

The Landscape Architecture Foundation (LAF) seeks a Director of Development to join our small, dynamic, and collaborative team. An important member of LAF's senior leadership team and fundamental to the success of the organization, we are looking for an experienced fundraising professional with a demonstrated ability to set strategic direction and implement a comprehensive fundraising plan. The ideal candidate is results-oriented and is passionate about LAF's mission and continuing to grow a culture of philanthropy in the landscape architecture and built environment communities.

The Director of Development manages a Development team of one and works alongside the CEO, the Senior Director of Programs and Communications, and the Director of Operations to ensure LAF's annual priorities are met. Providing direction to and working collaboratively with the CEO and Board of Directors is integral to the success of this position.

LAF is a national, 501(c)(3) nonprofit that invests in research, scholarships, and leadership initiatives to increase the influence and impact of landscape architects to make their unique contribution toward the defining issues of our time. The full-time, exempt position is based in Washington, DC and requires occasional travel within the U.S. LAF staff work a hybrid schedule with at least two fixed days per week in LAF's downtown DC office.

Primary responsibilities

The Director of Development is responsible for directing LAF's annual fundraising initiatives and securing the resources necessary to support LAF's programs and operations. Core responsibilities include setting LAF's short- and long-term development strategies, cultivating and soliciting corporate/industry and individual donors, supporting the Board of Directors in their fundraising responsibilities, and developing and executing annual fundraising campaigns.

As a non-member organization, LAF depends on fundraising for its core financial support. Through a mix of individual and corporate giving, events, and grants, LAF's annual fund contributes upwards of \$1M to support programs and operations. This amount will exceed \$1M this year and in the next 3 years, will need to grow to exceed \$1.5M. In addition to securing the resources for LAF's annual fund, LAF is currently running a \$2.5M campaign to support the launch of a new program designed to address the underrepresentation of Black, Indigenous, and People of Color (BIPOC) landscape architects.

This position reports to the CEO and is on the senior leadership team.

Planning and strategy

- Set annual revenue goals for each fundraising segment based on prior years' performance, current environment, and annual priorities
- Develop long-term strategic and implementation plans to meet and exceed annual revenue fundraising goals – increasing 10%+ annually – to include strategies to expand LAF's donor base and the potential to diversify revenue streams
- Develop compelling cases for support and corresponding recognition opportunities for all donors

- Coordinate development operations with communications and outreach to increase constituent engagement and grow LAF's donor base
- Serve on the Senior Leadership team and provide strategic input to LAF's programmatic, outreach, and communications initiatives, as well as the operational and multi-year strategic planning
- Keep informed of trends in philanthropy

Fundraising

- Support the CEO in their development role, helping to facilitate opportunities and preparing for meetings and gift requests, and support the Board of Directors to maximize their involvement in supporting the fiduciary health of the organization
- Drive growth in revenue from corporate/industry and individual donors by identifying new prospects and stewarding existing donors
- Plan and coordinate the production of semi-annual appeals and other fundraising campaigns, including direct mail, e-appeals, campaigns on social media, and acknowledgement letters
- Develop and execute strategic plans for donor identification, cultivation, solicitation, and ongoing engagement
- Prepare and/or supervise preparation of all donor correspondence (from donor cultivation to donor stewardship) to ensure positive relationships and high donor retention
- Manage development activities related to LAF's fall Annual Benefit, spring Leadership Events, and one-off events, including securing sponsors, ticketing/registration flows, volunteer management, etc.
- Strategize and lead current and future capital/major gift campaigns
- Oversee grant applications and applicable reporting, while staying aware of future funding opportunities
- Continue to grow LAF's Legacy Society (planned/legacy giving)
- Oversee the management of LAF's database/donor-management system, ensuring that the systems and all records are complete and up to date

Data Analysis, Tracking and Reporting

- Track and report on the progress of all fundraising programs throughout the year, providing a comprehensive review and analysis of results at fiscal year-end
- Use a data-driven approach to strengthen segmentation strategies
- Analyze and interpret data to provide high-quality thought leadership, strategic foresight, and timely executive-level reporting of development information monthly, and as needed for CEO, staff, and Board decision-making
- Report on performance to external audiences in LAF's network (e.g. donor advisory councils, past board members, etc.)

Management

- Hire, supervise, and evaluate development staff to support their growth and professional development
- Foster and empower a collaborative and inclusive team

- Support the VP of Development, Development Committee, and Board of Directors to achieve LAF's development priorities
- Continue engagement with past board members through leadership of LAF's Board Emeritus Council
- Use participatory and inclusive approaches to achieve high satisfaction and engagement in all committees, events, activities, programs, and communications

Minimum Qualifications

- A minimum of 5-7 years of experience in fundraising and a demonstrated ability to set strategic direction and implement a comprehensive fundraising plan to meet financial goals
- 3+ years of management experience with a collaborative leadership style and the ability to motivate, develop, lead, and manage the performance of staff and volunteer board members
- Experience with major gift solicitation from individuals and corporations, and executing general fundraising campaigns (for donations <\$1k)
- Bachelor's degree; equivalent experience will be considered
- Excellent written, verbal, and interpersonal communication skills, including the ability to develop compelling fundraising messages and collateral
- Ability to prioritize assignments to meet deadlines, pivot effectively between projects, and maintain a strong attention to detail
- Self-starter with the ability to work independently as well as within a collaborative environment and with diverse internal and donor constituencies
- Understanding of best practices of fundraising and non-profit management, and knowledge of current and evolving trends in philanthropy, including major gifts, planned giving, and fundraising campaigns
- Computer and database skills, including demonstrated proficiency with MS Office Suite and Salesforce (or similar database), event registration platforms (e.g. Eventbrite), and experience with email marketing platforms (e.g. Mailchimp)
- Strong customer service skills with the ability to communicate easily, respectfully, and professionally with stakeholders

Preferred Qualifications

- History of progressively increasing responsibility to driving fundraising results and meet financial goals
- Experience directing compelling and successful fundraising campaigns on social media
- Expertise on legacy/planned giving and educating donors on the basics of their options
- Proficiency with researching new funding opportunities from foundations, submitting LOIs, and establishing relationships with grantors
- An interest in sustainability, design, green urbanism, and/or equitable development

Compensation and Benefits

Starting salary range is \$75,000 - \$85,000, commensurate with experience, plus the opportunity for an annual performance bonus of up to 7.5% of salary. LAF offers opportunities for growth based on

employee performance. LAF provides a comprehensive benefits package, including health, dental, life, and disability insurance, vacation/sick pay, and an employer-matching 401(k) program.

The ideal start date is August 1, 2022.

LAF staff work a hybrid schedule with at least two days per week when all staff are expected to be on-site in LAF's office. LAF's office is in downtown Washington, D.C., is easily accessible by multiple public transit options, and has an on-site fitness facility, secure bike parking, roof deck, and additional amenities.

Application Instructions

Submit letter of interest, resume, and three references to laf@lafoundation.org with the subject line "Director of Development position." Please indicate how you found this opportunity. No phone calls please.

Applications will be reviewed on a rolling basis.

LAF is an equal opportunity employer. We are committed to creating a welcoming and inclusive environment for all employees.