



Western Regional Advocacy Project

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Job Title: Development Director

Hours: 40 Hours per week – Flexible schedule

Compensation: \$60,000 (health benefits and vacation/sick days)

Supervisor: Executive Director

The Western Regional Advocacy Project (WRAP) was founded in 2005 by local social justice organizations across the West to bring about real systemic change. We are building a multi-issue, multi-racial, and social justice-based coalition which brings organizations together across the local–national divide, thus giving us the strength and experience to make ending poverty and homelessness a national priority. WRAP always takes its lead from those who are most impacted by criminalization and the core member groups and their bases of houseless members. Our work plans are based on what our core members say is needed and our fundraising is based on these work priorities. Our donors - and all those we connect with on social media and through our newsletters are part of the power we are building to end criminalization and fight for the human right to housing.

JOB DESCRIPTION

With WRAP Executive Director (ED), create and lead an annual fundraising plan and timeline that ensures WRAP has the resources to meet our budget and do our radical work. This position is expected to maintain updated records, contacts, and documents in WRAP staff google folder. This position sometimes participates in fundraising collectives with WRAP partners when we are doing collaborative fundraising for a program or project we are developing and working on together.

Foundations

1. Maintain current foundation relationships and schedule, including applications and reports, and support ED and staff in maintaining relationships with the foundation staff. In some cases, you may be the primary relationship with the foundation, especially with new foundations.
2. Complete and submit applications and reports in a timely manner. Provide information to foundations upon request.
3. Research new foundations that are a good fit and we may develop a funding relationship with.
4. Write and submit applications based on our current staff developed work plan.
5. Pull from newsletters, WRAP staff meetings and work plans, campaign/sweeps and full membership calls to keep accomplishments list updated for use in foundation reports
6. Maintain up-to-date and accurate attachments for foundations (staff and board lists; most recent financials, budget, etc).

New Donor

1. With the ED and other staff, work to build the Constant Contact list and the list of donors and potential donors in SalesForce.
2. With ED and other WRAP staff and board, ensure that we are asking folks for their contact info at events and when speaking and tabling and that information is getting into SalesForce and Constant Contact
3. With ED, create strategies for building our donor list so that more and more people are supporting WRAP.

Campaigns

1. Create detailed plans and timelines for at least two campaigns a year that include direct mail and other communications/messaging- late Spring and end-of-year are our current campaigns.
2. With ED, create a strategic level match for the end-of-year campaign by early Fall.
3. Create a communications plan (including social media and e-asks) with ED and Communications Director.
4. Create communications / messaging content for campaigns.
5. With ED co-write direct mail letter and messaging content, create updated mail lists for individuals and businesses, mail merge, collate, and mail for both lists.
6. With Communications Director, co-create and send follow-up postcard reminder for those who have not yet donated two weeks before each campaign ends.
7. Make sure everyone is thanked and receives a tax letter individually (usually is the same letter).
8. Make sure to message "thank you to all" and "we met our goals" in emails following each campaign.

Monthly donors

1. Ensure each campaign has a goal and a plan for getting new monthly donors
2. Ensure monthly donors are getting thanked and kept informed of our work. (With a few exceptions at the end of the year) ensure monthly donors do not receive direct mail communications.
3. With support from the Finance Director send a tax letter to recurring (monthly, quarterly, etc.) donors for their contributions for the previous calendar year by the end of each January

Giving messaging on website, etc. - with Communications Organizer

1. Ensure the donation portal is compelling and easy to donate.
2. Ensure the donate button on the website is easy to see and access throughout the website.
3. Help ensure "all the ways to give / support" info is up-to-date and highlighted throughout the year in e-newsletters.
4. Help ensure all e-newsletters have a way to give easily on the sidebar or upfront in the content - test these links each time.

SalesForce and Constant Contact

1. With Finance Director, ensure we are entering, and updating donations and data correctly in SalesForce.
2. Update addresses and other donor information.
3. With Finance Director, ensure donors receive email communications and are put on the Constant Contact list.

4. Work with the Salesforce “free support network” to ensure we are getting trained on SF updates and using the system effectively to support our development work

Events and “SWAG”

1. Help lead the coordination of special events as needed.
2. Ensure WRAP is promoting our artwork, T-shirts, stickers, etc. as part of our fundraising efforts at speaking gigs, events and in fundraising campaigns.

Board of Directors

1. With Executive Director, support the Board in meeting at least 3 x annually and fulfilling their responsibilities for fiscal oversight, taking minutes, providing development report, etc.

Annual Face-to-Face

1. Staff / support the annual Face-to-Face meeting of WRAP members, including providing in-office support and preparation the week leading up to, and after, the meeting.

Meetings

Participate in twice monthly all staff meetings and any additional strategic planning meetings that may occur

Meet weekly (or as mutually decided) with Ex Director and/or Finance Director

Attend and help staff full membership and sweeps meetings

Annual face-to-face meetings

At least three times a year staff WRAP board meeting

Coordinate all foundation related meetings

Coordinate current and potential donor meetings.