

McKEE

BOTANICAL GARDEN

POSITION OPENING DEVELOPMENT DIRECTOR

ABOUT THE ORGANIZATION: Reopened in 2001 with a renewed focus on native horticulture, the Garden remains true to its McKee Jungle Garden heritage, featuring 10,000 native and tropical plants as well as one of the area's largest collections of waterlilies. Annual visitation is 60,000 and the Garden has a membership base of 3,400.

McKee has garnered national attention in publications such as *Better Homes and Gardens*, *Coastal Living*, *House and Garden*, *Southern Living* and *The New York Times*, and was named one of "22 Secret Gardens – Soothing Places of Surprise and Sanctuary in the U.S. and Canada" by *National Geographic Traveler*. It is also listed on the National Register of Historic Places and endorsed by The Garden Conservancy as a project of national significance.

With a new strategic plan in place, this position will develop a new fundraising plan that focuses on all aspects of the Garden's operations.

POSITION SUMMARY: The Development Director's purpose is to strategize and oversee all aspects of the Gardens' fund-raising and "friend raising" efforts, including "Gatekeepers of the Garden", the annual fund, underwriting for special events, major gifts/foundations, grant writing and to provide leadership to the Development and Planned Giving Committee.

DUTIES AND RESPONSIBILITIES:

1. Strategize and oversee all development aspects of McKee Botanical Garden.
2. Develop and execute an annual fundraising plan to support the Garden including strategies and tactics for individual donors, foundations, corporations, sponsors and in-kind gifts.
3. Lead fundraising efforts including identification, cultivation, solicitation of prospects and acknowledgement/stewardship of donors and sponsors.
4. Create and provide monthly donor reports of solicitation efforts and results to the Executive Director and Development Committee.
5. Responsible for writing all grant applications.
6. Coordinate and implement two annual appeal campaigns.

7. Work hands-on developing and executing fundraising events, including but not limited to McKee's major event, including donor solicitation, sponsorship and event execution.
8. Responsible for management of the highest level of Garden membership, the *Gatekeeper of the Garden* membership program - goals, recruitment, retention, marketing and benefits.
9. Recruit, strategize and oversee efforts of volunteer Development and Planned Giving committee.
10. Draft and implement plan to increase Garden endowment.
11. Build donor base by engaging new donors and ensure that all contributors, both monetary and in-kind, are acknowledged and stewardship continues past gift.
12. Responsible for management of membership program, including corporate –goals, recruitment, retention, marketing and benefits.
13. Ensure continuous and professional communication to Garden constituencies; produce articles for annual report, newsletters, monthly e-blasts to donors and write all letters on an annual basis.
14. Assist Executive Director in constituency development through high profile role in Garden and community-wide events.
15. Other duties as assigned by the Executive Director.

QUALIFICATIONS: Bachelor's Degree; 7 years development experience at the Director or other supervisory level; excellent communications and organizational skills; volunteer management; demonstrated commitment to mission. Proven success in a goal-driven nonprofit setting is required. Working knowledge of computer applications, including word processing, spreadsheet (Excel) and database software (Raiser's Edge); strong interpersonal skills; ability to accommodate flexible work schedule; knowledge of professional development strategies, standards and ethics.

REPORTS TO: Executive Director

POSITION STATUS: Full-time; Exempt