

Trailnet is seeking a **Development Director**

About the Organization

Trailnet is a not for profit 501 (c) 3 organization with a 31-year history of advancing St. Louis as a place where walking, bicycling, and the use of public transit are a way of life. By advocating for a network of safe, easy-to-access walking and bicycling routes across St. Louis, we aim to bridge transportation equity gaps and make it easier for all people to get from place to place. We work every day to make our region more sustainable by increasing active transportation options that curb greenhouse gas emissions. Trailnet brings people together throughout the bi-state region with a wide breadth of bicycle rides, educational events, and advocacy programs. Join our team and help make St. Louis a premiere city for walking and biking.

The Development Director conceives and implements a comprehensive fundraising strategy.

The Development Director supervises the membership coordinator and manages consultant relationships, and oversees corporate, foundation, major gifts, annual giving, special events, and all associated activities. Supervised by the Chief Executive Officer, the Development Director works closely with Trailnet's Board of Directors.

A successful candidate will be self-motivated, team-centric, strategic, charismatic, detail-oriented, and highly organized; and will possess the ability to solicit financial gifts of all levels. Excellent communication, interpersonal, analytical, and research skills are essential. Familiarity with the St. Louis civic community is a plus.

Responsibilities:

Design, implement, and evaluate Trailnet's development strategy: Work with the CEO and team to identify funds needed, preferred funding targets, and strategic alignment of each ask.

Fundraising: Perform ongoing research, cultivation, and solicitation as well as recognition of individual, corporate and foundation donors. Establish and fulfill annual fundraising goals and budgets for all contributed income categories.

Oversee ongoing development efforts: Develop and implement comprehensive fundraising strategies that include membership campaigns, business memberships, nonprofit partnerships, reciprocal agreements, in-kind donations, special events, and cause marketing, ensure fulfillment of all promised recognition and benefits to donors.

Lead stewardship efforts: Build a loyal donor base and provide necessary oversight: ensuring individual, corporate and foundation database records are current. Initiate stewardship actions to maintain key long-term relationships.

Grant Writing: Lead annual grant writing program, including the use of colleagues and contract writing resources to supplement capacity.

Collaborate: Oversight and interaction with program staff in the creation and solicitation of earned-revenue sponsorships and individual giving.

Coordinate marketing and communications: Leverage messaging to support every aspect of the fundraising plan. Including, public relations and community relations activities, which includes email fundraising campaigns, direct mail, grants, special events, social media, speaking engagements, donor and volunteer recognition, etc.

Board interaction: Support the CEO in the cultivating, selecting and managing of board-level volunteer resources. Serve as internal fundraising counsel to the Board. Support the Board Development Committee and the Board Nominating Committee.

Qualifications:

Fundraising: Proven success in fundraising for an established nonprofit. Experience producing events and success in stewarding relationships.

Project Leadership: Experience in planning, leading, and managing fundraising initiatives including coordinating with peers to achieve desired outcomes, and tracking and reporting on progress to CEO and Board of Directors

Entrepreneurial Spirit: Takes initiative, creatively explores fresh ideas, and actively seeks strategic opportunities to deepen current donor relationships and to forge new ones.

Communications: Skilled in creating powerful, compelling written and oral communications for fundraising. Ability to convey complex ideas through brief, simple materials. Experience and credibility when presenting materials to external audiences.

Influencing: Gets others to accept ideas by using convincing arguments, creates a win-win situation and responds appropriately to key stakeholders. Highly positive approach and enthusiastic style capable of motivating others

Collaboration: Effective at working with others to reach common goals and objectives

Work Conditions:
Office Environment

The development director should have a presence at 15-20 outdoor events in the bistate region, including distance bike rides and community rides throughout Spring, Summer, and Fall.

Fundraising and outreach events at variety of indoor and outdoor locations

Requirements:

- Bachelor's degree with a minimum of 5-7 years of direct fundraising experience.
- Significant successful experience in gift solicitation.

Physical Requirements:

Candidates must be able to:
Lift and carry up to 25 lbs. of weight unassisted
Work at a computer
Staff tables at outreach events

Salary & Benefits:

Full-time, Exempt

Salary range: \$57,000 - \$65,000

Eligible for full-time benefits including Medical and Dental Insurance

Qualified candidates should send a resume and cover letter to hr@trailnet.org

Commitment to Equity and Equal Opportunity

Trailnet is committed to support diversity and equal opportunity in its services, administration, and employment, as well as research and activities. We strive to foster a working environment that values contributions from team members regardless of race, color, creed, gender, religion, culture, sexual orientation, sexual identity, mental disabilities, physical disabilities, or veteran status. We work with a wide range of external partners and stakeholders, and we seek candidates that are committed to their own cultural competency. Women, people of color, people with disabilities, and members of the LGBTQ community are encouraged to apply.