



Director of Development

Reporting directly to the Executive Director, The First Tee of Greater Philadelphia seeks a full time Director of Development to successfully design and implement a year round fundraising strategy to help the organization grow its funding resources to support and expand program growth beyond the current 17 program locations and 25,000 children served. With the Board of Directors, the Executive Director, Development Committee and Advisory Board, the Director of Development will be able to lead a million dollar fundraising effort to generate revenue growth of at least 10% annually. Ideal candidates will have strong roots in the Philadelphia community to maintain and grow existing and new partnerships.

About The First Tee of Greater Philadelphia

The First Tee of Greater Philadelphia is a non-profit youth organization. The First Tee was created in 1997 to provide young people of all backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity and sportsmanship. By engaging young people in a combination of life skills, leadership and golf activities, they also are exposed to positive traits that will help them achieve success in life. In the process, participants become valuable assets to their community. The First Tee Life Skills Experience is the unique component that sets The First Tee apart from many other successful youth programs.

Responsibilities

Design and manage a successful year-round fundraising campaign through the following platforms:

- **Communication:** Understand the work of the First Tee of Greater Philadelphia to be able to communicate and articulate the mission to existing and prospective donors.
- **Individual Donors:** Identify, steward and cultivate individual donor relationships with a focus on developing new major gift donors of \$25,000 or more. Maintain strong relationships with existing donors.
- **Institutional Donors (Corporate & Foundation):** Identify and cultivate relationships with a focus on developing new corporate and foundation donors. Maintain strong existing relationships.
- **Educational Improvement Tax Credit Program:** Understand EITC funding to maintain and grow corporate EITC funding with the goal of adding EITC partners annually.
- **Special Events:** With events representing 40% of The First Tee of Greater Philadelphia's budget, events are a key component of fundraising for the organization. Manage the 'Events and Program Manager' to design, implement and manage all event planning and execution with a focus on growing event revenue at least 10% annually. Oversee and execute the organization's four main events.
- **Annual Giving Campaign:** Working closely with the Board of Directors and the Development Committee, design and implement the annual year end appeal through direct mail, online communications and in person meetings.
- **Donor engagement:** Plan and implement the organizations stewardship efforts to ensure all donors are properly thanked, recognized, and engaged.



- Leadership: Lead and manage the organization's Development Committee and Advisory Board to identify new revenue generation vehicles.
- Grant funding: Research, write and submit grants/proposals to local foundations and companies.
- Marketing: Manage all print and online marketing activities for the organization. Create promotional collateral for marketing and fundraising efforts. Lead and manage social media efforts. Manage and guide Graphic Design vendor.
- Public Relations: manage organization's public relations firm and be the primary liaison and point of contact.
- Management: Oversee the Marketing Manager who assists with all fundraising platforms including the organization's social media presence. Manager Program and Events Manager.
- Annual Report: In collaboration with Program, Finance and Golf Course staff, design, write and produce a 30 page Annual Report.
- Corporate Partnerships: grow corporate financial relationships and manage corporate volunteer projects to support the organization.
- Data management: Manage donor tracking and reporting using the eTapestry donor management database.

Required Qualifications

- Bachelor's Degree.
- 3+ years of non profit fundraising work experience including event planning or for profit sales experience.
- Strong interpersonal and relationship management skills.
- Proven experience generating revenue and building individual, corporate and foundation relationships.
- Strong verbal, written, organizational and in-person presentation skills.
- Self starter who takes initiative.
- Knowledge of eTapestry or similar CRM platform.
- Work full time out of the organization's office headquarters at Walnut Lane GC in the Roxborough section of Philadelphia.
- Pass a local, state and federal background check.

Preferred Qualifications

- Independent network of individual and corporate contacts.
- Interest in youth development, sports, education and golf.

Candidates please submit cover letter, resume and professional references by email to whyndman@thefirsttee.phila.org