



Director of Advancement

Who We Are

Family Tree Clinic is a leader in sexual and reproductive health care in the Twin Cities and Minnesota. Founded by community activists and volunteers in 1971, our vision is to eliminate health disparities through innovative, personalized sexual health care and education for diverse needs. We work to achieve this vision through providing patient-centered health care services, community education and outreach; and through developing alliances across the state to promote sexual health and freedom in our communities. The staff at Family Tree is a team of committed, passionate, and smart individuals who work hard and are eager to learn and grow together as we provide services and education to our community.

Core Value Statements

Commitment to furthering social and reproductive justice: striving for and demonstrating a conscious awareness of cultural markers and lenses related (but not limited) to race, ethnicity, country of origin, religion, family narrative, gender identity, immigration status, gender presentation and expression, sexual orientation and expression, mental and physical ability, size, class, and age; sex positive; striving to center justice lenses in our daily work and long-term goals

Mission-focused: conveying passion for our mission with an understanding that our work evolves over time, and that there are many ways we accomplish our collective goals; supporting a workplace environment that is in service to our mission

Collaborative and accountable: being mindful of our differences and striving for self-awareness; accountable to colleagues, patients, clients and community members; acknowledging of one's own mistakes and striving to learn from them; supportive of ongoing learning

Direct and respectful: being honest, candid and straight-forward in a way that acknowledges the power of our words; assuming the best intentions when engaged in difficult conversations; conveying respect for each other and our clients; upholding workplace standards and Family Tree's mission in all of our interactions

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Position Summary

The Director of Advancement is a key leadership position at Family Tree Clinic responsible for leading all contributed income strategies and external communications. This includes the planning and execution of Family Tree Clinic's annual advancement and communications plan, with a focus on individual contributions, institutional, and government grants in collaboration with a small but mighty team. The Director of Advancement is committed to an organizational culture that centers reproductive justice, health equity, racial justice & anti-oppression in our mission, vision and work and is a leader in resourcing our mission to cultivate a healthy community through comprehensive sexual health care and education. Inspiring others to invest in our programs and services and building relationships to philanthropists who are ready to join us as we enter our 55th year, providing access to innovative, affirming, and essential healthcare and health education.

Major Responsibilities

Independent responsibilities:

- Create and implement comprehensive annual fund development plans and strategies that currently supports raising \$2MM-\$5MM annually.
- Create and oversee annual communications, marketing plans, events, and strategies that support annual fund development plans.
- Direct the strategy and implementation of fundraising activities including individual donor cultivation, major gifts management, annual fundraising campaigns, and other activities.
- Oversee agency fundraising systems including the development and implementation of planned giving tools, pledges and cultivation, NeonOne CRM, grant tracking systems, fundraising dashboards, project management tools, and other systems.
- Ensure that Family Tree Clinic maintains compliance with all regulatory and legal requirements governing fundraising and donor relations.
- Oversee external relations and communications efforts, including outreach to supporters, community partners, and the general public.
- Oversee all agency public communications, and provide direction to the Communications Manager in the development of content and strategies.
- Develop and maintain professional networks to advance Family Tree's work.
- Manage the advancement and communications budget.

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Collaborative responsibilities:

- In collaboration with the Executive Director, guide and support Board fundraising and development efforts, including co-leadership of the Board's Fund Development Committee.
- Support the Executive Director and Finance Director in reporting advancement plan progress.
- In collaboration with the Executive Director and program staff, identify needs for new funding.
- Plan and execute Family Tree special event(s) and tours, in conjunction with the Advancement Team.
- Work closely with the Executive Director and leadership team to establish and monitor annual agency objectives, strategic plan goals, and long-term sustainability planning.
- Work closely with the Executive Director to lead, motivate, inspire and engage staff and board in sustainability strategies.
- Collaborate with other departments to engage in fundraising activities, donor meetings, site visits, special events, speaking opportunities and story sharing as they intersect with Advancement.
- Collaborate with the Finance & HR Director, Executive Director and leadership staff in the development of an annual budget plan that incorporates fundraising.
- Partner with other departments to support the creation of work plans, tracking, and reporting.
- Collaborate with Family Tree Clinic leadership on contingency planning and responsiveness with the changing landscape in funding.

Department leadership responsibilities:

- Participate as a part of the Family Tree leadership team including director meetings, strategic planning, and shared decision making.
- Represent Family Tree internally and externally to enhance visibility and credibility of the organization's goals, services, mission and vision.
- Ensure staff and board are informed and trained on relevant communications messages, strategies, awareness efforts, programs and activities.
- With the Communications Manager, ensure that Family Tree's marketing and outreach materials reflect and promote the agency brand and reflect a clear, concise and consistent message.

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- With the Communications Manager, develop and implement Family Tree's annual communications calendar.

Supervisory Responsibilities:

- Provide inclusive, supportive and effective supervision and support to the Advancement Department, including directly supervising the Development Manager, Communications Manager, and Relationship Officer.
- Oversee and support the Development Manager to implement and manage all grant writing and reporting and support institutional giving.
- Oversee and support the Relationship Manager to develop, implement, and manage individual giving and stewardship strategies for grassroots and mid-tier annual fund donors, including recurring giving, annual campaigns, and appeals.
- Oversee, in collaboration with the Communications Manager, the development of press releases, cases for support, brand stewardship and design, e-newsletters, web copy, social media content, marketing collateral, annual reports, mailed newsletters, and other materials.

Additional Duties (not a complete list)

- Participate in shifts as the "director on duty" and welcome desk to support shared safety practices.
- Lead by example to support a positive workplace and uphold Family Tree Clinic's core values.
- Participate in organizational trainings, workshops, and meetings focused on trauma-informed practices, racial justice & anti-oppression.
- Additional tasks and responsibilities as assigned by the Executive Director.

Qualifications

Required:

- 5 or more years of experience in fund development
- 2 or more years of experience in a leadership role in advancement at an institution or organization including supervision and management of a team
- Demonstrated experience leading a major gifts program and closing gifts at the 6-figure level
- Direct experience creating an annual advancement and communications plan

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- Demonstrated experience meeting the goals of an advancement and communications plan
- High comfort level and experience with public speaking, advocacy, and/or serving as an ambassador for issues connected to our mission
- Experience coaching and preparing others in external relations for events, media, visits
- Experience with donor databases and fundraising software including effective full cycle donor management
- Familiarity with social media and effective social media strategies
- Ability to self-motivate, work independently and inspire and lead others
- Demonstrated attention to detail
- Excellent interpersonal, oral, and written communication skills including the ability to present information clearly, to manage and motivate others, and to work with diverse communities
- Ability and willingness to challenge and change systemic and personal actions and behaviors that contribute to systems of oppression is required

Preferred:

- Experience leading major fundraising campaigns
- Experience with Microsoft Office, Google Suite, Neon Donor Database, Adobe Creative Suite, Constant Contact, and Monday or other project management tools

Salary & Benefits: Starting salary is \$87,000-\$94,000 annually based on experience and qualifications required in the job description. This is a benefits-eligible position consisting of 11 paid holidays, 15 vacation and sick days (to start), 2 personal days; medical, dental, vision, life, and long-term disability insurances; a 401k with employer matched contributions.

Hours: Full-time (40 hours per week), exempt. This is a position that maintains a strong presence at Family Tree Clinic in Minneapolis, with occasional travel to visits, presentations, and events typically in the Twin Cities. This is not a remote position.

Supervisor: Executive Director

Typical Working Conditions:

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- The Director of Advancement uses Family Tree's Zoom telephone system to place and receive calls, typical office equipment to print and fax, and average days will consist of many hours of screen time using multiple 75 Hz monitors.
- This job occurs primarily at one of Family Tree's sit/stand desks in an open office work environment.
- May periodically require some evenings, weekends, and irregular hours of work.
- A drivers license and vehicle or reliable transportation is required to attend visits and events.
- Combination of office and clinic environments with hazards common to clinical environments including potential exposure to communicable diseases.

To apply:

Please send a resume and cover letter to avanavery@familytreeclinic.org with the subject line: Director of Advancement, [your name].

Applications will be reviewed as they are being received, with preference given to applications received by September 25th, 2026.

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