



## 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

### Position Summary

The Director of Advancement is a key leadership position at Family Tree Clinic responsible for the planning, implementation and enhancement of the fund development, external relations and communications programs. The Director of Advancement leads individual giving strategies, grant & institutional funding, communications & public relations. The Director of Advancement maintains a portfolio of major donors as well as supporting the Executive Director to maintain their portfolio of major donors. The Director of Advancement is also responsible for supporting and fostering an excellent and inclusive Advancement Department, including supervision of the Communications Manager and the Development Manager. The Director of Advancement works closely with the Executive Director, Board of Directors and Leadership Team, and also develops and maintains strong relationships with staff across the organization. The Director of Advancement is committed to an organizational culture that centers racial justice & anti-oppression in our mission, vision and work and strives to advance equity and justice in all areas of the role.

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### Major Responsibilities

#### Independent responsibilities:

- Develop and maintain professional networks to advance Family Tree's work.
- Create and implement comprehensive fund development plans and strategies which currently supports raising \$1.3MM in contributed income and manages an additional \$1.1MM in government grants.
- Direct the strategy and implementation of fundraising activities including individual donor cultivation, major gifts management, and other activities.
- Oversee agency fundraising systems including the development and implementation of planned giving tools, pledges and cultivation, as well as tracking and monitoring foundation submissions and reports.
- 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 communications, and provide direction to the Communications Manager in order to carry out the development of website content, electronic and traditional publications such as annual report, newsletters, brochures, and marketing materials.

#### 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 in engagement of and reporting to the Board of Directors in fundraising efforts.
- In collaboration with the Executive Director and program staff, identify needs for new funding.
- Plan and execute Family Tree special event(s), 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 for grant 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.
- Oversee the operations and administration efforts of development, including proper gift accounting, receipts and acknowledgement processes.

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- 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.
- With the Communications Manager, develop and implement Family Tree's communications plan.
- Work with the Communications Manager to coordinate agency & staff photographs, client stories and other relevant collateral for marketing and development efforts, including proper identification and permission to use subjects' images & stories.

### Supervisory Responsibilities:

- Provide inclusive, supportive and effective supervision and support to the Advancement Department, including directly supervising the Development Manager and Communications Manager.
- Oversee and support the Development Manager to implement and manage all grant writing and reporting.
- Oversee, in collaboration with the Communications Manager, the development of press releases, cases for support, newsletter articles, web copy, public service announcements, event materials, staff bios, and other materials.
- Oversee, and collaborate with the Communications Manager to develop and implement marketing and promotional efforts, including advertisement design and copy, strategy, and presence

### Additional Duties (not a complete list)

- Additional tasks and responsibilities as assigned by the Executive Director.
- 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 racial justice & anti-oppression as able

### Qualifications

#### Required:

- 5 or more years of experience in fundraising, donor relations, communications, marketing and development strategies
- 3 or more years of experience with major gifts and annual fund development
- 2 or more years direct supervisory/management experience
- High comfort level and experience with public speaking, advocacy, and/or serving as an ambassador for issues connected to reducing health disparities, reproductive healthcare, sexual health, and/or gender affirming healthcare
- Experience with donor databases and fundraising software
- 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

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- Ability and willingness to challenge and change systemic and personal actions and behaviors that contribute to systems of oppression is required

### Preferred:

- Experience leading or managing capital or major fundraising campaigns
- Experience with Microsoft Office, Google Suite, Neon Donor Database, Adobe Creative Suite

### Salary & Benefits

Starting salary range is \$80,000-\$90,000 depending on qualifications beyond those required above. This is a benefits-eligible position, with medical, dental, vision, life, and long-term disability insurances; paid holiday, vacation and sick time; and a 2% employer matched 401k.

**Hours:** Full-time (40 hours per week), exempt.

**Supervisor:** Executive Director

### Typical Working Conditions:

- The Director of Advancement uses Family Tree's 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 and irregular hours of work.
- Combination of office and clinic environments with hazards common to clinical environments including potential exposure to communicable diseases.

**To Apply:** Please send a cover letter and resume in a combined PDF to: [avanavery@familytreeclinic.org](mailto:avanavery@familytreeclinic.org) with the subject line: "Advancement Director Position [your name]"

*Accepting resumes until the position is filled with the desired start date of early 2023.*

Reviewed: 11/2022

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