



Associate Director, Annual Fund and Special Projects

Hudson River Park Friends

www.hudsonriverpark.org

Hudson River Park Friends is an independent nonprofit 501(c)(3) organization dedicated to the completion, care, and enhancement of the Hudson River Park, and is the designated fundraising partner of the Hudson River Park Trust. We create opportunities for public contributions to and participation in the Park's operations and growth, to guarantee its future for generations of New Yorkers, Americans and visitors from around the world.

To help meet a growing need for resources as Hudson River Park expands and matures, Friends expanded its mission in 2011 to focus on generating private philanthropic support for New York's premier waterside park. Friends is working in partnership with the Hudson River Park Trust to channel its fundraising efforts so that sufficient capital is available to complete the Park, build an endowment, augment operating resources, and guarantee that the Park always remains in world-class condition.

Founded in 1999, Friends has also been the principal private advocacy group working to garner public dollars for Hudson River Park's construction, and monitor Park progress under the Hudson River Park Act. Friends' advocacy has already helped to secure over \$250 million in public funding to construct Hudson River Park, and to hasten the relocation of incompatible municipal facilities on designated parkland. Nonetheless, an estimated \$200 million in capital construction costs still remain, and current revenues are insufficient to operate and maintain the Park as it continues to grow. Friends welcomes involvement from all sectors of the community to become part of this important objective.

POSITION SUMMARY: The Associate Director, Annual Fund and Special Projects will contribute to the growth of the individual giving pipeline as it relates to support for the organization's annual fund and capital campaigns. This position will oversee the donor stewardship strategy, prospect cultivation, donor retention, continue to grow dedication programs and project management of capital campaigns. S/he supports and collaborates with the Development Director to develop strategies, set priorities, and advance individual and major giving programs. This position also works as part of the development team and cross collaborates on other projects to maximize giving potential. Job duties are consistent with the mission and goals of Hudson River Park Friends and is expected to establish and meet financial goals related to the overall development strategy of the organization.

QUALIFICATIONS: BA/BS required. At least 5 years of diverse fundraising experience with at least 3 years of portfolio management is required. Development and management of individual giving programs strongly desired. Candidates should have creative problem solving skills, high energy, positive, "can-do" attitude, flexibility, attention to detail, and exceptional oral and written communication skills. Strong computer skills and knowledge of database programs (Raiser's Edge) and direct marketing/response practices is required.

DUTIES and RESPONSIBILITIES:

The Associate Director, Annual Fund and Special Projects shall:

Annual Fund

- Together with the Development Director, determine annual giving goals and build specific short and long-term goals and objectives in keeping with the vision and requirements of the organization
- Plan, supervise, and coordinate all annual fund giving efforts including direct mail campaigns, personal solicitations, prospect pipeline, cultivation, and donor stewardship for all levels of giving
- Work with the Development Director to set funding priorities and participate in budget planning for the individual giving and major gifts pipeline
- Be responsible for the development, growth and execution of individual giving programs, including giving major donor circles, dedication programs, committees, capital campaigns, renewals, in-home events, and other fundraising programs that may arise
- Develop new programs for fundraising and provide support and management for fundraising as it relates to the annual fund and capital campaigns
- Manage a portfolio of mid-high level donors (\$1,000-\$10K+) and actively upgrade supporters through a pipeline to major gifts (\$10K+)
- Participate in all aspects of the gift cycle:
 - Oversee prospect research to aid in cultivation process and to determine how a prospect should be cultivated
 - Initiate contact with potential mid-level and major gift donors
 - Develop appropriate cultivation strategies for them
 - Move potential donors in an appropriate and timely fashion toward solicitation and closure
 - Make solicitations when appropriate
 - Maintain stewardship contacts with donors
 - Renew and upgrade
- Oversee strategy, manage and build committees for all special events (Gala, Games, etc.) and capital campaigns
- Manage the Membership Manager (a direct report) as it relates to the direct mail, and digital campaigns and the management of the Park's 'Friends with Benefits' program.

Special Projects (Capital Campaign)

- Working closely with the Executive Director and Director of Development to devise and implement a multifaceted capital campaign that will support the organization's plans to build a \$4M Play Area at Pier 26 in Hudson River Park
- Develop and execute a systematic strategic plan to diversify, strengthen and increase the funding base (\$5K to \$100K+) for capital campaigns
- Establish the campaign's solicitation priorities, manage prospect lists, prospect research, and prospect tracking

- Develop and execute cultivation plans, strategies including meeting requests, and metrics to monitor project success in collaboration with the development team and senior leadership
- Collaborate with the Director of Communications and Marketing to provide content for campaign collateral and communications, specifically materials for solicitation including print, web and social media platforms
- Identify members to build out a Capital Campaign committee of committed donors
- Provide guidance, prepare, and coach Committee members when appropriate and be present during solicitations when required
- Work collaboratively across all development teams (individuals, corporations, foundations, special events) to cultivate identified individuals and institutional prospects in order to complete solicitations
- Devise and direct cultivation and recognition events ensuring donor acknowledgement and naming opportunities, stewardship and, as appropriate, public recognition
- Manage Capital Campaign budget tracking and reporting both expenditure and contributed revenue
- Maintain the campaign calendar and timeline, ensuring that it is coordinated with existing program and development and marketing calendars
- Prepare presentations for Capital Campaign Leadership Committee and Board of Directors evaluating progress toward goals
- Over time, build and manage a portfolio of donors and prospects with the capacity, interest, and inclination to make gifts of \$5K or more

REPORTS TO: Development Director

SALARY: Competitive salary commensurate with experience and education. Benefits package offered.