



## **Crossfire Ranch**

Offering Hope. Changing Lives.

### **Job Description**

Job Title	Business Development Director
Reports To	Executive Director
Requirements	Flexible/hybrid, Saturdays and/or evenings as needed

### **Organizational Overview**

Crossfire Ranch is a provider of Faith-Based Equine Mentorship. Our mission is to pair vulnerable youth with an equine partner and mentor to find hope and healing. Since moving to the Valders area we have served kids in seven surrounding counties. Our current typical year serves between fifty and seventy youth through camps and one-on-one mentoring.

We operate out of a leased barn with the goal of purchasing the property in the near future. We have capital campaign materials ready to be utilized. This, along with growth of our volunteer base, will position us to expand our program and the number of youth we serve.

### **Job Summary**

Work with the Executive Director, Board of Directors, staff and volunteers to plan, lead and execute a comprehensive development and fundraising program to ensure revenue, volunteer and client goals are met for the short and long-term needs of the organization. The Business Development Director will lead and manage volunteers to promote the development process, annual and capital campaigns and prospecting/solicitation to continue growing our base of partners locally and beyond. This will include the development and execution of ongoing engagement strategy to key constituents.

### **Primary Objectives**

Serve as Crossfire's Growth Director

- Achieve Revenue Goals
- Develop & Execute Major Donor Program
- Steward Donor Experience and Ensure Satisfaction
- Lead & Manage team member volunteers
- Increase Volunteer, Client Base & Community Awareness

### **Major Areas of Responsibility**

1. Achieve Revenue Goals - Work with the Executive Director to develop and execute a comprehensive development plan to ensure the achievement of annual revenue goals including:
  - a. Meet or exceed annual revenue plan. Determine strategies to ensure revenue growth is maintained and expands Crossfire's donor base
  - b. Monitor and manage the pipeline of fundraising activities to ensure monthly and quarterly revenue goals are achieved. Forecasting revenue for budget planning.

## Job Description

- c. Research, write and manage grant applications.
  - d. Implement fundraising campaigns, ensuring outgoing communications support fundraising goals
  - e. Foster an understanding of philanthropy within the organization
2. Develop & Execute Major Donor Program
  - a. Build a personal relationship with potential and current donors through tours, meetings, major donor portfolio management and other strategies
  - b. Create and utilize a donor pathway that is holistic in nature seeing the donor through all aspects of the ask, thank and report cycle to ensure donors know they are valued and appreciated.
  - c. Develop and execute a major donor prospecting process to identify and cultivate relationships with potential new donors.
  - d. Develop relevant and informative fundraising materials, such as a case for support, to clearly communicate the mission and needs of the organization.
  - e. Manage personal portfolio of major donors
3. Steward Donor Experience and ensure Satisfaction - Execute stewardship strategies to maintain high donor retention rate by:
  - a. Develop and maintain donor management records, ensuring all gifts are processed and promptly acknowledged
  - b. Manage ongoing donor care activities such as weekly thank you calls and hand-written notes
  - c. Deepening connection with donors through special recognition, stories of impact, Behind the Scenes” tours or events.
  - d. Work with staff to implement a comprehensive donor stewardship program
4. Lead, manage and hold accountable marketing and growth volunteers
  - a. Recruit and manage volunteer marketing and growth team members
  - b. Direct activities and provide performance feedback. Encourage opportunities for growth
  - c. Lead by example
  - d. Set clearly defined and measurable goals for volunteer team
  - e. Serve as a member of the leadership team of Crossfire Ranch
5. Increase Volunteer, Client base & Community Awareness
  - a. Partner with staff (and BOD) to determine areas of growth and growth metrics in volunteer, client and community awareness
  - b. Plan, develop and execute community events
  - c. Solicit volunteers to partner in event execution
  - d. Create and /or implement a volunteer tracking system
  - e. Work with Program Director to create and maintain connections with local organizations

## Preferred Experience and Skills

## **Job Description**

A Bachelor's Degree or relevant experience.

Preferred experience in fund development for a non-profit organization with a track record of fundraising success.

### **Skills**

- Knowledge of fundraising strategies and principles including annual funds, major gifts, and donor stewardship
- Strong interpersonal skills with experience managing a small team
- Excellent written and verbal skill with the ability to engage and influence a wide range of donors and key stakeholders.
- Excellent planning skills; Goals, results and detail oriented expertise with the ability to set and meet deadlines
- Self-starter with a flexible and adaptable work style. One who can manage competing demands and work independently without close oversight; creative and entrepreneurial with a sense of humor.
- Proficient in databases, spreadsheets, presentations and word processing
- Ability to develop / utilize donor processes and systems that streamline donor management and ensure donors feel they are valued and appreciated.

Demonstrated ability to:

- Build and maintain positive relationships with others both internally and externally
- Work collaboratively and effectively on a small team with high accountability
- Be transparent with high integrity leadership and a style that motivates people to work hard while having fun
- Project and uphold the highest standards of ethical conduct