



El Sereno Community Land Trust  
Fund Development Lead

### **ABOUT ESCLT**

The El Sereno Community Land Trust is a group of community residents and stakeholders committed to de-commodifying local real estate by acquiring properties that the land trust will hold in perpetuity for the common good. We support community land, housing, cultural, and economic justice efforts by providing community organizers with technical assistance and relevant policy updates to access property acquisition and development funds.

### **SUMMARY OF POSITION**

The Fund Development Lead develops revenue-generating activities for the organization by engaging with foundations, individuals, and the board to cultivate relationships with current and potential donors to attain the organization's fundraising goals. The Fund Development Lead develops grant and corporate giving opportunities, increases individual giving, writes foundation grant applications and reports, assists with the organization's annual report, coordinates fundraising events, and works with board members to create annual giving and service plans.

### **RESPONSIBILITIES**

- Ensures that each year: at least \$150,000 is raised from individual donors, at least \$400,000 is raised through foundation grants (excluding demonstration grants), and that corporate sponsorships are sufficient to underwrite the costs of any/all agency-wide fundraising events
- Develops an annual Development Plan that addresses fundraising goals and strategies
- Researches corporations and foundations and identifies opportunities for corporate sponsorships
- Writes foundation grants and increases amounts funded year-over-year
- Maintains professional and friendly relationships with foundation grantors and updates them on how their grant funds are being utilized throughout the year
- Obtains contacts for potential donors from Board members, makes telephone or in-person contact and introduces donors to staff
- Meets with each Board member prior to the end of each calendar year to determine individual Board member giving, additional fundraising activities, and ways in which the Board member will be an ambassador and advocate
- Develop a system to that organize fund development history, data on organizational impact, donor linkages and track donor cultivation
- Contacts each past donor at least annually, and maintains an active list of potential donors who are in the various stages of being cultivated
- Creates consistent language and marketing materials to be used by Board members and agency staff members for giving and sponsorship opportunities
- Prepares at least quarterly newsletters and annual report
- Prepares updates of activities and distributes to the Board, Executive Administrator and Directors



## **QUALIFICATIONS/SKILLS/EXPERIENCE**

The ideal candidate is self-motivated to engage in creative thought and planning to reach their goals, understands the role of fundraising in supporting our organizational strategy, and can translate strategy into tactical approaches. This position works with considerable creative license, independence, and self-direction. Additional qualifications include:

- A passion for meeting new people and inspiring them to take action
- Able to use and develop databases to run reports; familiarity with DonorPerfect (or similar databases)
- At least three years of fundraising experience in a nonprofit environment, with preferably one year of experience setting funding strategy
- Excellent written and oral communication skills including campaign messaging on social media and other platforms
- Able to convey a positive image of the organization externally, and credible and reliable for staff internally
- Proven ability to speak and write in a concise and persuasive manner
- Able to articulate strategies for soliciting and cultivating gifts, sponsorships, and grants
- Demonstrated knowledge of sound and ethical fundraising principles
- Able to multitask and stay cool under pressure
- Demonstrates good judgment and integrity
- Bachelor's degree preferred; not required

While not required, skills or experience in any of the following areas/activities are desirable:

- Fair Housing certified and/or knowledgeable about Fair Housing laws
- Working with low- and moderate-income households
- Working with a broad range of communities to identify common goals
- Experience working with people from diverse socio-economic and cultural backgrounds; knowledge/familiarity with community stewardship practices, CLT, and Co-ops housing models

## **NOTES**

- Pay: \$30,000 projected annual pay (50% of \$60,000 Full Time)
- Hours: 50% Full-Time
- Position Status: at-will, salaried, non-exempt employment
- Start: To be filled immediately

If interested, please send resume and cover letter to: [contact@elserenocommunitylandtrust.org](mailto:contact@elserenocommunitylandtrust.org)