

**Job Description
Director of Development
Blossom School Inc.**

Reports to Julie Rutenberg, Head of School and Development Committee Board Chair

Overall Description -

The Director of Development will establish and execute a long-term development strategy to engage supporters and donors on behalf of Blossom Montessori School for the Deaf. The Director will raise private major gifts (\$10,000 and above) for the school, primarily through face to face cultivation of individual prospects. The Director will also coordinate other private giving to the school including annual or one time gifts from individuals, corporations and foundations. The Director is responsible for community relations to acquaint the public with the mission of Blossom Montessori School for the Deaf. The Director will serve on both the Development & Education Committees, and complete tasks as requested by the Head of School and Chair of Board committees.

Position Responsibilities-

Board of Directors

1. Develop strong individual relationships with Blossom's Board of Directors and personally maintain their interest and participation as active donors
2. Cultivate new Board members and keep the board up to full strength.
3. Work with Blossom's Board to identify potential donors, determine possible levels of support, and to match prospect interest with the needs of Blossom
4. Coordinate quarterly Board meetings along side the Chairman of the Board, and present a Development report at the meeting
5. Serve on the Development Committee and monitor the Education Committee to be aware of academic plans and goals.
6. Develop and execute strategies and campaigns for development

Fundraising

7. Prior to the beginning of each school year, present a Development Plan as follows and present it to the Head of School, President, Chairman of the Board and Chairman of the Development Committee
 - a. Fundraising goal by category compared to previous school year
 - b. Fundraising activities and timelines extending through the end of the school year

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- c. Schedule of grant applications. Write a minimum of six (6) grants per month (on the average)
 - d. Schedule of face to face and phone meetings. Act as primary solicitor and build relationships with donors and major contributors. Meet with a minimum of 20 donors on a monthly basis, both new and old. Meetings should be face to face whenever feasibly or at least by phone. Email communication is not considered fulfillment of this requirement
 - e. Communications plan which supports fundraising activities and reports on successes
 - f. Activities which provide for effective donor retention and new donor acquisition
8. Successfully execute the annual plan – this is the big one.
9. Coordinate annual fundraising events (currently 3 events held annually) and all other fundraising events created within this position. Ensure that each event operates within budgetary guidelines. Carry-out appropriate follow-up with all attendees to move them from being “just” event attendees to donors
10. Operate and maintain the e-tapestry donor data base to manage the fundraising process and run reports as needed. Of critical importance will be to note all donor contact within each donor record (brief synopsis of visit, conversations and significant email exchanges)
11. Produce ask letters and thank you letters/receipts in accordance with IRS and State of Florida regulations for donations/events
12. Maintain a list of all in-kind donations and their approximate value acquired for Blossom. They count toward fund-raising goals if they are substitutes for money that was budgeted to be spent
13. Ensure the development program is in compliance with current regulations, and tax laws governing charitable gift administration
14. Work closely with pro-bono advertising agency to ensure marketing (PR) efforts are achieved
- a. Submit public relations articles concerning different aspects of Blossom (academics, social events, fundraisers, awards, recognitions) on a regular

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basis to publications or news media which support Blossom's mission of Deaf, Montessori, and Special needs education

- b. Keep promotional marketing materials current & fresh (i.e. brochures, billboards, public service announcements, website, etc)

Administrative

- 15. Update Blossom's Facebook on a weekly basis, including updating videos, pictures & events. Must be deaf/hoh accessible at all times
- 16. Update Blossom's Website on a monthly basis, including updating Blog (video blog), videos, pictures & events. Must be deaf/hoh accessible at all times
- 17. Write monthly e-newsletter & quarterly print newsletter for donors, parents & followers
- 18. Handle one's own daily administrative tasks related to the job (i.e. phones, doors, correspondence, scheduling, reports, meetings, etc.)
- 19. Attend monthly evening family events & staff meetings as deemed necessary by the Head of School