



Ensuring the waters of the Great Lakes Basin
Are Healthy, Public, and Protected for All

Development Director

Date Written: Spring 2023
Reports to: Executive Director
Supervises: Development Manager
Position Status: At-will employment, Fair Labor Standards Act (FLSA) exempt-level, salaried position based on 40-hours per week. Benefit package, including paid time off and healthcare available, as determined by the board of directors.

ABOUT FLOW: Everything we do is reflected in our name: For Love of Water or simply “FLOW.” Our vision is a future where healthy waters sustain healthy communities in the Great Lakes Basin. Our mission is to ensure the waters of the Great Lakes Basin are healthy, public, and protected for all. FLOW’s law and policy work focuses on: (1) maintaining public ownership of water and water infrastructure; (2) promoting awareness and use of the public trust doctrine to defend public waters and public trust uses; (3) ensuring that water is safe and affordable for all; (4) strengthening state and local protection of groundwater and drinking water. Through our targeted policy initiatives, FLOW has built key partnerships with state and regional Great Lakes groups, leveraged our expertise to influence agencies and impact state and federal legislation, and grown to be a trusted source of current information on issues affecting our freshwater seas. For more information about FLOW’s history, programs, staff, or board visit: www.ForLoveOfWater.org.

FLOW is committed to fostering, cultivating, and preserving a diverse and inclusive workplace, and seeks a wide range of perspectives and backgrounds. FLOW is an equal opportunity employer and does not discriminate in employment, promotion, compensation, or other terms and conditions of employment on the basis of race, sex, sexual orientation, gender identity, color, religion, national origin or ancestry, age, marital status, disability, veteran status, or any other basis prohibited by applicable law. FLOW encourages all qualified candidates to apply!

POSITION SUMMARY: The FLOW Development Director is responsible for design, oversight, implementation, and analysis of FLOW’s strategic fund development plan to achieve the organization’s financial goals. To do this, the Development Director works closely with the Executive Director, Senior Advancement Advisor, Operations Manager, Director of Public Engagement, Development Manager, board of directors, interns, and volunteers to direct development operations and to drive and increase contributed revenue from all streams. The Development Director provides direct supervision to the Development Manager.

KEY DUTIES AND RESPONSIBILITIES:

- **Uphold Ethical Responsibility:** Adhere to the Code of Professional Fundraising Ethics, APRA Code of Ethics and A Donor's Bill of Rights. Monitor adherence to these principles across the organization.
- **Grow a Culture of Philanthropy:** Serve as standard-bearer for, and exemplar of, FLOW's commitment to nurturing authentic relationships with supporters at all levels.
- **Engage in Strategic Planning and Priority Setting:** Serve as the lead in developing annual and multi-year fund development plans to meet or exceed fiscal goals. Work with the Executive Director and members of the board to determine quarterly priorities and action plans for deepening existing donor relationships and pursuing new streams of funding. Develop targeted weekly, monthly, quarterly, and annual fund development goals and updates for Executive Director, staff, board, and others. Work with FLOW staff and board members to develop and implement short- and long- term goals for expanding the geographical reach and awareness of FLOW.
- **Lead Donor Development and Stewardship:** Develop and maintain strong relationships with donors, prospective donors, board members, volunteers, all representatives and supporters of FLOW, and local community members, organizations, businesses, partners, and vendors. Guide and advise other staff in these activities. Direct oversight and tracking of donor communications and donations. Direct and help execute the identification of prospective individual and institutional funders and secure solicitation meetings for Executive Director, Development staff, other staff, and key board members. Strategically engage FLOW staff, board members, and volunteers to connect with the donor base in an effective, engaging, and efficient manner. Oversee and supervise design and planning for major donor events. Provide oversight and support for annual giving drives.
- **Lead Grant Writing and Reporting:** Serve as lead for directing grant-seeking: guide and conduct grant-prospect research, network with foundation staff, draft letters of inquiry, track grant deadlines, assist in grant writing and grant reporting, and continue to develop/steward foundation relationships.
- **Direct Database Management and Evaluation:** Facilitate the tracking and evaluation of results against stated objectives to assure that goals are met or exceeded each year.
- **Supervise Effective Collaboration and Communication:** Collaborate on developing revenue and expense budgets for FLOW programs and initiatives. Create and/or edit multiplatform content for external communications.

WORKING CONDITIONS: FLOW is based in downtown Traverse City, Michigan, and we offer a hybrid remote-work option upon completion of necessary training. It will require additional

moderate programmatic travel and occasional night and weekend work for events and gatherings.

PREFERRED KNOWLEDGE AND EXPERIENCE:

Education and Experience

- **Bachelor's degree required.** Master's degree preferred, or equivalent combination of education and experience.
- **A minimum of five (5) years of related professional experience.** Prior nonprofit experience is desirable.

Skills and Proficiencies

- **Strong working knowledge** and understanding of nonprofit fundraising practices across multiple revenue streams.
- **Demonstrated success** in raising funds for a mission-driven organization.
- **Impeccable interpersonal engagement** and communication skills.
- **Professional discretion, sound judgment,** and ability to maintain confidentiality.
- **Superior spoken and written research,** analysis, and problem-solving skills.
- **Supervisory experience.**
- **Strong organizational and time management skills,** with excellent attention to detail. Ability to manage multiple initiatives and tasks simultaneously and meet deadlines.
- **Ability to create compelling presentations** to inspire donors, advocates, and volunteers.
- **Strong work ethic, intellectual curiosity, systems thinker,** self-motivated, and committed to excellence.
- **Proficiency in donor-management software** required.
- **Proficiency or professional experience** with essential software, including Google Workspace, Microsoft Office Suite, Salesforce, Zoom, and project management tools.

Shared Values

- **Commitment to FLOW's mission** to ensure the waters of the Great Lakes Basin are healthy, public, and protected for all.
- **Dedication to diversity, equity, and inclusion** and an ability to infuse those elements into policy strategies and organizational and campaign planning.
- **Commitment to building a healthy work culture based on collegiality,** teamwork, collaboration, partnerships, and public engagement.

COMPENSATION, BENEFITS, AND APPLICATION PROCEDURE: This is a full-time, Director-level position with a salary range of \$75,000 - \$82,000, commensurate with experience, and benefits.

TO APPLY: Please complete [our online application](#). No calls or drop-in visits.