



SAN FRANCISCO AIDS FOUNDATION

CAMPAIGN DIRECTOR

ORGANIZATIONAL SUMMARY:

For more than thirty years, San Francisco AIDS Foundation has been at the forefront of the response to HIV/AIDS. No organization is better poised to reimagine the nation's response to HIV/AIDS at this critical juncture. That's why we're engaging the community in an effort to secure as much as \$7.2 million in philanthropic support for the first dedicated home for health and wellness for gay and bisexual men—a breakthrough for San Francisco, and the nation. Located in the heart of the Castro neighborhood, the center will establish a new model for fighting HIV/AIDS—one built around health and wellness, not sickness and disease; one that combines community-based programming and outreach with an even more forward-thinking sexual health clinic. This initiative will once again transform and inform the nation's response to HIV/AIDS, and in doing so bring us to the day when new HIV infections in San Francisco are incredibly rare.

San Francisco AIDS Foundation, formed in 1982, is the largest AIDS Service Organization (ASO) providing services, education and advocacy within San Francisco. By combining innovative, evidence-based programs for HIV prevention and care with bold policy initiatives focused on issues ranging from harm reduction to total health and wellness, the agency is making sustainable progress against HIV among populations most vulnerable to the disease in San Francisco. For more information about SFAF, please visit our website at www.sfaf.org.

POSITION SUMMARY:

The Campaign Director will report to the Vice President of Development and will be responsible for the day-to-day conduct of campaign business to raise \$7.2M to \$8M. Initially activities will be organizational in nature as systems must be created for the careful identification and researching of campaign prospects and for planning and tracking their progress from cultivation, through solicitation to stewardship in each of the three phases of a campaign: leadership/silent phase among individuals and corporate and foundation funders, major gifts phase, and community phase. The Campaign Director will provide staff assistance to the planning study now underway and, as the campaign gears up, will provide staff support to all strategy, cultivation and solicitation activities by volunteer and staff leaders, as well as being responsible for solicitations of five and six-figure gifts. The Campaign Director will work directly with senior staff, campaign leaders, Board members, campaign counsel, and others to assure a successful campaign. Must possess strong skills and relationships with local and national high-net-worth individuals and institutional funders. Must demonstrate a strong track record of securing five and six-figure gifts.

The term for this position is 2 to 3 years depending on the success of the campaign. The position may convert to a Major Gifts Director position at the conclusion of the campaign.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Under the direction of the Vice President of Development, duties and responsibilities include the following. Other duties may be assigned.

1. Prospect identification, research, strategy development, cultivation and solicitation for all solicitation activities in conjunction with SFAF and campaign leadership as well as being responsible for direct solicitations of five and six-figure gifts.
2. Using proven prospect identification methods, develop a strategy to identify new and existing prospects in the magnitude of approximately 1,900 to meet campaign target of 1,100 donors between \$1M+ and \$500. To ensure long-term operational funding for the organization, a target of 30% - 50% of the 1,100 gifts needed should be from new donors. Given the foundation's major gift portfolio a majority of the lead gifts will most likely need to come from a pool of new prospects identified with staff and campaign leadership.
3. Manage day-to-day activities and steward relationships for planning, activities, communications and contract negotiations with all partners and vendors.
4. Work closely with the CEO, Vice President of Development, Board and campaign leadership toward achieving a successful and well-coordinated campaign.
5. Provide staff support for the Campaign Cabinet, Campaign Committee, and any other campaign bodies.
6. Create and maintain systems for campaign prospect identification, research, rating, screening, and tracking of campaign-related activity, and all campaign record keeping.
7. In partnership with the Institutional Giving Contractor, create and maintain systems for identification of institutional funders, research, rating and screening, timely proposal submissions.

8. Oversee the preparation, with communications staff, of all campaign materials, including statements of need, publications, and specific proposals
9. In consultation with Vice President of Development and campaign leadership, participate in the design and implementation of donor cultivation strategies, activities, and events for each stage of the campaign
10. In consultation with others, staff Campaign solicitations and keep leaders engaged and on track with promised activity
11. Oversee all aspects of stewardship, naming opportunities, and forms of recognition; oversee pledge acknowledgement and fulfillment
12. Ensure high standards of donor recognition and stewardship. Monitors adherence to established foundation gift policies and industry standards.
13. In partnership with the VP, and Director of Individual Philanthropy coordinate all activities to ensure that both annual operational and campaign goals are met.
14. Monitor day to day activities to ensure adherence to established development policies and procedures.
15. Monitor and track revenue and expense performance of campaign. Report dashboard and comprehensive results to the VP of Development on a weekly basis; make recommendations for campaign and budget adjustments as necessary.
16. With Director of Individual Philanthropy co-manage Development Coordinator and Development Administrative Assistant.

Other Skills and Abilities: Understand the medical, mental health and human services issues as they relate to HIV/AIDS treatment and prevention and the communities served. Strong experience in organizing, coordinating, and motivating high level volunteers. Demonstrated ability to provide leadership, develop strong personal relationships, organize fundraising activities effectively and participate in high-level development negotiations and close five and six figure gifts. Thorough knowledge of key philanthropic trends and top-level contacts with major sources of funding, including individual, corporate and foundation sectors. Experience with database-driven development.

Supervisory Responsibilities: Directs and manages key development department line staff, approximately 2, and as assigned.

Key Competencies: To perform the job successfully, an individual should demonstrate the ability to exhibit the following competencies:

- **Campaign Management:** Must have capital, endowment or major program campaign experience.
- **Communication:** Speaks clearly and effectively, is thoughtful, persuasive; writes clearly and informatively; varies communication style to meet need of audience
- **Knowledge:** Possesses technical knowledge required to do the job including knowledge of establishing and building major gifts, annual giving, and planned giving programs; knowledge of public health and/or HIV and AIDS
- **Judgment:** Exhibits sound and accurate judgment; can clearly explain reasoning for decisions; includes appropriate people in decision-making process; demonstrates persistence and overcomes obstacles
- **Adaptability:** Adapts to changes in work duties and organizational structure
- **Problem solving:** Identifies and resolves problems in a timely manner, works with others to solve complex problems
- **Customer service:** Ability to work comfortably with diverse populations, with sensitivity to issues concerning HIV and all disabilities. Responds efficiently and cordially to requests for service and assistance interdepartmentally
- **Professionalism:** Reacts well under pressure; treats others with respect and consideration; follows through on commitments
- **Dependability:** Completes tasks on time; takes responsibility for own actions; can be relied upon
- **Strategic Thinking:** Develops strategies to achieve organizational goals; identifies external and internal issues and opportunities; adapts strategy to changing conditions
- **Acumen:** Understands implications of decisions on other areas of the Foundation; displays orientation to non-profit environment; aligns work with strategic goals
- **Leadership:** Exhibits confidence in self and others; inspires and motivates others to perform well; effectively influences actions and opinions of others
- **Innovation:** Displays original thinking and creativity; meets challenges with resourcefulness; develops innovative approaches and ideas
- **Professional Expectations:** Demonstrated ability to fulfill the Foundation's professional expectations of accountability, active collaboration, commitment, communication, diversity and professionalism.

EDUCATION AND/OR EXPERIENCE:

Bachelor's degree and at least eight years of increasingly responsible and successful professional development experience, including at least three years in a senior management capacity, with a proven track record of growing the program development. Must have capital, endowment or major program campaign experience. Experience in health care, higher education or not-for-profit institution required. Must demonstrate successful management of a prospect portfolio and closing multiple successful five and six figure gifts. Requires familiarity and experience with a wide variety of fundraising platforms including relationship-based individual philanthropy, annual giving campaigns, direct mail, and corporate/foundation relations. CFRE desired, not required.

PHYSICAL DEMANDS:

Skill in operating standard office equipment. Ability to perform routine bending, stooping, twisting, and reaching. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT:

This position is primarily located at 1035 Market Street; San Francisco, however may require traveling to off-site meetings as required by the job. The position requires work during evenings, weekends and holidays.

The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required for personnel so classified.

HIV AND AIDS AT THE FOUNDATION:

San Francisco AIDS Foundation recognizes the value of having significant representation of people living with HIV infection and AIDS in all departments and all at all levels of staff and management. The foundation provides an HMO plan with no pre-existing conditions clause for employees working 20 hours or more per week. All employees with disabilities, including people living with HIV infection, may request reasonable accommodation (as defined by the Americans with Disabilities Act and California Department of Fair Employment and Housing Act).

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT:

The San Francisco AIDS Foundation is an Equal Opportunity employer. We actively seek applications from people living with HIV/AIDS, and other disabilities, women, gay men, lesbians, transgender, queer and people of color.

APPLICATION PROCESS:

To view this posting and apply for the position, please visit: <http://www.sfaf.org/about-us/careers/>

This is a full-time, temporary position that will terminate at the end of the Campaign.