



DEVELOPMENT DIRECTOR POSITION

Blue Lake United Methodist Assembly Position Announcement

Position: Development Director
Location: Near Andalusia, Alabama
Date posted: February 1, 2010
Application deadline: Search open until position filled

Blue Lake United Methodist Assembly is a conference, retreat and outdoor camp ministry located near Andalusia, Alabama in the center of the Conecuh National Forest. Founded in 1951 by the Alabama – West Florida Annual Conference of the United Methodist Church, almost 500,000 participants have attended more than 4200 events; more souls have had a significant faith-shaping experience on its three hundred acre campus than any other venue in the area. But, its finest years are ahead.

A new day is dawning at Blue Lake. The vision for the future includes a pristine setting, the exemplary modeling of Christian hospitality by a professional staff and well-trained volunteers; and, most importantly, the ministry's unique capacity to present the transforming elements of a Christian life to children, youth, families, and older adults. Blue Lake's leaders realize that they must proactively partner with the conference, districts, local churches and ministers to provide significant defining experiences for campers and guests. Having just raised \$2.6 million in its capital campaign, Blue Lake's Board of Trustees recently adopted a new governance model, completed its first strategic plan, and hired its first professional executive director, program director and staff.

We are now looking for a resource development professional to join our team to help create and implement a long-term strategy to take us to the next level in terms of development and fundraising. This individual must be dedicated to our mission, and direct a plan that not only allows us to strengthen our commitment to the United Methodist Annual Conference we currently serve, but to expand that commitment to many others who truly need and could benefit from our growing programs and services. Ideally, residency of the director would be near Blue Lake, but living in another part of the Alabama-West Florida Annual Conference area is possible.

GENERAL FUNCTION:

The Director of Development works with the Executive Director and the governing board to plan and execute resource development and marketing strategies and monitor progress against goals; supports the ED in positioning the Board to cultivate and solicit gifts and grants from individuals, corporations, foundations, and others; and is responsible for managing the administrative functions relating to resource development. Plays a role in identifying potential board members.

RESPONSIBILITIES:

1. **CAMPAIGN MANAGEMENT** - Creates, manages and implements all aspects of annual fund-raising campaigns, recruiting, training, organizing and recognizing volunteers, making "asks", writing, mailing and monitoring campaigns. Develops campaign volunteer bases to build overall capacity of organization.
2. **DONOR RELATIONS** - Creates and implements major gifts program. Maintains stewardship program, and "moves management" of select donors. Creates individual and corporate recognition opportunities. Develops files for individual, corporate and foundation donors detailing and updating relationship status. Ensures timely and appropriate acknowledgement of all donors through written thanks and donor recognition events and opportunities.

3. GRANT WRITING & REPORTING - Writes grant requests and researches new grant opportunities. Maintains grant progress report to ensure deadlines being met and opportunities are being assessed and targeted. Collaborates with stakeholders to ensure realistic grant objectives are being met, outcome measurements are being utilized and reports to funders are timely and relevant.
4. SPECIAL EVENTS - Working with the ED and Special Events Committee, manages, coordinates and implements organization- wide special events. Manages Board and volunteer participation, directs all logistics and handles all registration and sponsorship. Works with Special Events committees to build and expand volunteer base.
5. DATABASE MANAGEMENT - Oversees data management utilizing fundraising software. Keeps accurate and current records for all donors and prospects. Analyzes data and past giving history to discover new development opportunities.
6. MARKETING & MEDIA - Assists ED with Marketing Committee meetings and provides materials; collaborates with staff who maintain web site highlighting program and recognition opportunities. Ensures that Club is providing cause-related marketing perks as promised to corporate donors.
7. BOARD RELATIONS - Ensures Board has all necessary information prior to and after each relevant meeting as it relates to getting their work done as a Board. Attends appropriate meetings and retreats. Staffs appropriate committees.
8. GENERAL ADMINISTRATION - as needed.

PLEASE SUBMIT A COVER LETTER, RESUME, REFERENCES, and SALARY HISTORY TO...

Phyllis Murray
Blue Lake United Methodist Assembly
8500 Oakwood Lane
Andalusia, Alabama 36420

Or

Email: director@bluelakecamp.com

As to your references, please include an employer (present and previous) and a clergy person. Give complete information to facilitate our contact of your references, including email and telephone numbers. Search is open until position is filled.

Job Description – Blue Lake United Methodist Assembly Director of Development

RESPONSIBLE TO: Executive Director

MISSION OF MINISTRY: The mission of Blue Lake is to be a center of Christian hospitality and learning designed to help people affirm and expand their faith in God and their service as Christian disciples.

RELATION OF THE POSITION TO MISSION: Responsible for the planning, organization, and co-ordination of all efforts necessary to raise gift/grant income. This includes operational, capital, deferred gifts and program support.

QUALIFICATIONS:

1. Mature adult with a deep Christian faith consistent with the standards of the United Methodist Church
2. Interest in non-profit Christian organizations with some history of working with these organizations: should derive satisfaction from raising money.
3. The ability to translate objectives and goals into a workable plan.
4. The ability to coordinate promotional activities with fundraising effort.
5. The ability to make strong personal presentations
6. Bachelor's Degree in related area or equivalent experience and training
7. Desirable: Experience with Alabama West Florida Annual Conference, Blue Lake United Methodist Assembly, or Christian camp and retreat ministries.

ESSENTIAL FUNCTIONS:

1. Ability to sell the ministry in order to acquire contributions.
2. Ability to travel across Conference as needed.
3. Ability to communicate and work with groups and individuals
4. Cognitive abilities to plan for and coordinate activities and procedures.
5. Ability to work unsupervised.

RESPONSIBILITIES AND DUTIES:

General oversight of all development efforts to support Blue Lake's ministries.

1. Conceive, plan and carry out all fund raising programs based on the strategic plan.
2. Identify and research potential sources of gift support, including individuals, churches, corporations, community organizations and foundations.
3. Develop all materials for marketing for all gift avenues including, but not limited to: annual fund, deferred gifts and major gifts.
4. Develop a clear and compelling written case for support of Blue Lake Assembly.
5. Develop multiple approaches to potential donors that are appropriate to the funding need
6. Develop a system for researching, evaluating, and writing grants to fund projects or the ministry as a whole.
7. Contact potential donors with direct appeals for gift opportunities.
8. Work closely with the Executive Director, Program Director and Board leadership as well as other volunteers in identifying and approaching prospective donors.
9. Ensure that all gifts are acknowledged and develop donor recognition programs.
10. Oversee the maintenance of the database and record-keeping for accurate accounting and reporting for all gifts in matters relating to gift designations and accounting.
11. Educate the staff and Board to enable their continued growth in budget/fundraising efforts.
12. Report regularly to Executive Director and Board on success of development efforts.
13. Help to create a positive awareness of Blue Lake Assembly in the Conference with donors, potential donors, and the general public.