

POSITIVE IMAGES

Director of Development

Title: Director of Development

Classification & Time: Exempt, Full Time (30–40 hrs/week)

Compensation: \$90,103/year FTE, benefits eligible

Reports to: Executive Director

Location: 1000 Apollo Way, Suite 110, Santa Rosa, CA 95407; other Sonoma County locations; hybrid/remote flexibility

Compensation & Benefits

- **100% employer-paid medical insurance** for employee *and dependents*
- **Paid Time Off (PTO):**
 - Years 0–2: 0.058 hours per hour paid (max 120 hours/year)
 - Years 2+: 0.077 hours per hour paid (max 160 hours/year)
- **16 paid holidays**
- **Sick Leave, Bereavement Leave, and Parental Leave**
- **CalSavers 401k** retirement program eligibility
- Professional development opportunities
- Trauma-informed, LGBTQIA2S+-centered workplace
- Collaborative culture grounded in community care

Overview

Positive Images (PI) is an LGBTQIA+ Community Center serving Sonoma County and the greater North Bay. The Director of Development works in partnership with the Executive Director to design, implement, and steward the organization's fundraising strategy, with support from the Programs & Outreach Manager, Development Team, and Board of Directors.

Core responsibilities include Donor and Funder Stewardship, Donor CRM management, Annual Gala planning and execution, and End-of-Year Campaign development and deployment. Key activities include grant prospecting, writing, and management; strategic communications; profile-raising and community relationship-building; and select financial tracking and reporting.

All of these elements work together to strengthen PI's long-term sustainability and advance our role as a regional leader in LGBTQIA2S+ equity, inclusion, and community care.

This role is both strategic and hands-on—both creative and systems-driven. It is ideal for someone who loves building structures that help an organization grow, cultivating meaningful community relationships, and telling powerful stories rooted in equity, resilience, and queer joy.

Primary Responsibilities

Donor Development & Stewardship

- Build, cultivate, and sustain relationships with individual donors, major donors, and legacy donors
- Communicate persuasively through personal visits, written materials, newsletters, and appeal letters
- Conduct donor and prospect site visits
- Develop and participate in solicitations and stewardship activities
- Support and coordinate Board involvement in fundraising
- Ensure timely donor acknowledgements and create meaningful donor engagement opportunities

Grants & Institutional Giving

- Identify, research, and track potential funders and strategic partners
- Collaborate with the Executive Director on proposal development, grant writing, editing, and submission
- Lead preparation of high-quality grant applications and reports
- Manage deadlines and ensure compliance with grant requirements
- Cultivate relationships with foundation staff, program officers, and funding coalitions
- Maintain an organized grant calendar and funding pipeline

Special Events & Campaigns

- Serve as project lead for PI's Annual GAYla and other fundraising events
- Coordinate logistics, sponsorship outreach, donor engagement, and cross-team event tasks
- Support or lead donor mixers, community events, and digital fundraising campaigns
- Oversee the design and execution of the annual End-of-Year fundraising campaign, including messaging, donor segmentation, and analytics

Strategic Communications & Profile Raising

- Work with the Executive Director to strengthen PI's public presence and storytelling
- Support or draft donor-facing communications, development newsletters, impact reports, and fundraising collateral
- Partner with the Development Team on branding, press, and digital communications strategies

- Help position Positive Images as a regional leader in LGBTQIA2S+ inclusion

Data Management & Administration

- Maintain accurate donor and prospect records in Harness Giving (CRM)
- Track, analyze, and report development metrics and fundraising outcomes
- Monitor donor segmentation, giving trends, and retention
- Ensure strong administrative systems and documentation for all fundraising activities
- Collaborate with the Executive Director on financial tracking related to grants and fundraising revenue