

Diablo Regional Arts Association (DRAA) Director of Development

The Executive Director and Board seek a proven fundraiser and relationship builder to orchestrate and personally drive donor solicitations, in the process engaging DRAA staff and Board Members, the Leshner Center for the Arts Team, and resident companies in systematic outreach to individual, business and foundation donors.

[DRAA](#) is the nonprofit partner for the Leshner Center for the Arts (LCA), Walnut Creek, CA, and through these ongoing efforts and collaborative programming DRAA enriches the lives of hundreds of thousands of East Bay residents every year. We do this through excellent artistic presentations and dynamic arts education programs while embracing diversity, equity, and inclusion. The DRAA and the Leshner Center programs enhance the East Bay's cultural and economic vitality and the region's overall quality of life.

Together, DRAA and the [Leshner Center for the Arts](#) drive excellence, innovation, and diversity in the arts through performances, exhibitions, and educational programming that establish the Leshner Center as the artistic destination for everyone in the region. A recently completed, jointly supported strategic plan for the Leshner Center and DRAA set the target to evolve from a primarily rental-focused venue to a nationally recognized, leading mid-sized presenter of great art and artists and the home of a dynamic education program.

The Center annually welcomes over 350,000 patrons to 800 performances and events in the 785 seat Hofmann Theatre, 297 seat Margaret Leshner Theatre, and the 133 seat George & Sonja Vukasin Theatre, the Bedford Gallery and the outdoor Rudney Plaza.

[DRAA](#) functions as the beating heart behind the Center to power performances, exhibitions, and programs that define East Bay Cultural life on stage and throughout the community. The organization raises \$2 million annually for arts programming. These include The Headliner Series, SF Jazz Presents, [The Bedford Gallery](#), [Center REPertory Company](#), major cultural festivals including Fiesta Cultural and The Diwali Celebration. Access to the arts is a high priority for DRAA, and the organization funds The Arts Access School Time Program, Leshner Center in Your Neighborhood, Bedford Gallery School Time Tours and Pay What you Can programs.

While the Leshner Center is City-owned and DRAA operates as an independent 501c3 organization, the two function cooperatively and with strong coordination. Neither can be successful without the other. DRAA's long-serving Executive Director is Peggy White, a former dancer and nonstop cheerleading fund- and friend-raiser for the arts, has led DRAA for 30 years and seemingly knows and is known by everyone connected to the arts in and around the area. She enjoys strong support as THE driving force behind DRAA and its fundraising. That said, the funding needs of the Leshner Center, its resident companies, artists and constituents keep evolving and growing, and DRAA requires a step change to increase fundraising yields.

The Executive Director and the Board Development Committee Chair Nevin Kessler (President of the John Muir Health Foundation), are together leading this step-change, including:

- expanding DRAA's fundraising team by hiring a Development Director,
- migrating to a new and unified tech platform (Spektrix) that better supports efforts to leverage data from ticket sales to transform ticketholders into donors,

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- implementing workflows and reporting to drive more systematic outreach to DRAA's donors and prospective donors,
- engaging a highly motivated Board of Directors in efforts to identify and cultivate potential individual and organizational donors,
- enhancing engagement with businesses and foundations in the region with the capacity to support this important institution.

Accomplishing this will require an evolution in how the DRAA team is managed. In the months after the Development Director is hired, DRAA will shift from an approach that is personally driven in most respects by the Executive Director. In its place will be an approach that has the Executive Director manage DRAA; orchestrated by the Director of Development, the Executive Director and Board Development Committee members will together focus on closing gifts from DRAA's highest capacity donors; and the Development Director will systematically target, approach and solicit other individual, business and foundation donors.

Changing a successful fundraising organization's culture and management practices in this way is a sensitive undertaking. It will require strong coordination, a sense of camaraderie, and the ability to exchange coaching advice on the best approaches to improving fundraising yields.

The objective is to double DRAA's average annual contributed revenue in 3 years.

BASIC FUNCTION

Reporting to the Executive Director and working closely with the Chair of the Board's Development Committee, and members of the senior staff and Board members, the Development Director is a member of the senior management team and provides day-to-day leadership, management and coordination of all fundraising activities. Responsibilities of this role include targeting all major individual and institutional fundraising efforts, capital and endowment campaigns, designated giving campaigns, deferred giving fundraising, mass outreach and solicitation efforts, event-based fundraising, and donor recognition, retention and stewardship.

The Development Director will be a personally involved fundraiser and relationship builder responsible for specific fundraising targets delivered through an "all-hands-on-deck" approach that engages willing members of the Board, the Executive Director, and all artistic and professional staff and volunteers in solicitation efforts. The Development Director will collaborate closely with the staff and leadership of the Leshner Center and resident companies to evolve the fundraising capabilities of these organizations, their staff and boards, and in collaborations with these partners will maximize contributed revenue.

The Director of Development will lead a small team to include a part-time Lead Manager of Annual Giving, and support from an Administrative Assistant. As fund raising revenue grows, and as part of an integrated strategic plan, it is anticipated that the Director of Development will be able to add additional fund raising staff in future years.

The Development Director will oversee the delivery of a high-touch stewardship and donor recognition program. will interact regularly with major donors and represent Diablo Regional Arts Association at social functions and other events in the community that include potential donors.

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Additionally, the Development Director will execute the following responsibilities on an ongoing basis:

- In collaboration with the Executive Director, evolve and update the fundraising plan that includes donor segmentation, objectives by donor category, success metrics, identification of staff and trustees who will be actively involved in fundraising, and definition of fundraising goals.
- Implement a more systematic approach to prospecting, donor cultivation and patron engagement; in partnership with Marketing, ensure that data is shared and harvested to optimize contributed revenue and earned revenue from ticket sales.
- Manage and personally engage a portfolio of at least 50 major donors in collaboration with the Executive Director and others.
- Cultivate and manage the foundation landscape that functions as a vehicle for major gift-giving by individuals (including Community Foundations and certain private family foundations), and foundations that give to advance live theatre. Supervise the writing of grant proposals and identify potential grant sources.
- Demonstrate the ability to act independently, including making calls, setting appointments, and arranging meetings autonomously, leveraging existing staff resources to maximize potential fundraising.
- Be confident and comfortable with making cold calls and engaging directly with affluent and influential individuals.

For the first four months, the Development Director's immediate priorities are to:

- Thoroughly understand Diablo Regional Arts Association – its history, culture, traditions, programs, personalities, constituencies and governance structure; understand its base of financial support and the short and long-term funding requirements.
- Work with Artistic, Producing and Marketing Directors to ensure Diablo Regional Arts Association's messaging, image, and branding is clear and applied consistently to all materials; review all development collateral, emails, website and social media messages, printed materials, grant proposals, etc.
- Immediately assess the "state of play" of in-process fundraising efforts and provide support for those efforts as needed; assume a hands-on leadership role in the identification, cultivation and solicitation of major gifts.
- Use data, trends, individual and corporate contacts, and knowledge of the community to develop strategies to expand the current base of philanthropic revenue.

DESIRED EXPERIENCE and QUALIFICATIONS

The Development Director of Development should have the following experiences and qualifications:

- Substantial and proven experience attracting financial support from individuals, foundations, businesses, and/or government sources; demonstrated results in personally cultivating donors.

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- Broad-based knowledge of various development activities including web, social media, direct mail, membership, proposal and grant development, planned giving, capital campaigns, event planning and management, direct solicitations, leveraging fundraising databases and support systems for donor segmentation, research and volunteer management
- An exceptional communicator, both in writing and orally; a person who loves the ask and is energized by the process; a person who loves to connect with individuals and enjoys creating opportunities for engagement; one with social grace, honesty and integrity who can build enthusiasm for the art and artists; a person who enjoys regular attendance at evening and weekend performances and development events.
- A keen ability to manage and juggle competing priorities; excellent follow-through and attention to detail; a resourceful individual with high energy and a can-do attitude.

COMPENSATION

\$135,000 - \$150,000 annually, with base and variable compensation components.

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