

TheatreWorks Silicon Valley (TheatreWorks) Director of Development (DoD)

TheatreWorks Silicon Valley seeks a proven fundraising professional with an entrepreneurial spirit and a passion for provocative multicultural theatre experiences to serve as the organization's Director of Development.

TheatreWorks Silicon Valley (TheatreWorks) is one of the Bay Area's flagship non-profit theatres and leading regional theatres in the nation. In 2019, the company was honored by the American Theatre Wing with the Regional Theatre Tony Award. Its mission is to celebrate the human spirit through innovative productions, new works, and arts engagement programs inspired by and engaging its diverse Silicon Valley community. TheatreWorks produces a mix of new works, regional premieres of contemporary hits, and reinvigorated classics, in the 600-seat Mountain View Center for the Performing Arts and the 400-seat Lucie Stern Theatre in Palo Alto.

TheatreWorks celebrates the transformative power of theatre to ignite imagination, inspire conversation, and interconnect our human spirits. The theatre has been committed to the creation of new works for the stage since its founding in 1970, having produced over 70 world premieres and more than 170 regional premieres. In 2000, this commitment was strengthened and formalized with the establishment of its New Works Initiative which has contributed to the development of scores of new plays and musicals earning national recognition and acclaim for the company and the new works program. Highlights of the program include the annual New Works Festival, the annual Writers Retreat, a commissioning program, and formative readings and workshops throughout the year. TheatreWorks believes in supporting local and national writers in the earliest stages of a play's development.

The Arts Engagement program underscores TheatreWorks' commitment to engage its diverse community through arts education, community partnerships, and inclusive collaboration. Through accessible workshops, residencies, internships, civic salons, student matinees, touring productions, and other events, the program seeks to build intentional relationships with Silicon Valley neighbors. The Children's Healing Project exemplifies the Arts Engagement program in which TheatreWorks' teaching artists lead improvisation-based workshops with patients at the Lucile Packard Children's Hospital at Stanford University, patients at the Comprehensive Eating Disorders Unit at El Camino Hospital, and families at the Ronald McDonald House.

TheatreWorks has asserted its commitment to becoming an anti-racist organization and is pursuing the intention to use its voice and art form to take a stand against conscious and unconscious bias and systemic racism. Updates and action steps toward inclusion, diversity, equity, accessibility, and anti-racism are published on its website and include the creation of an IDEA collective, ongoing facilitated training at the board and staff levels, and the creation of the new department of Arts Engagement. Along with creating educational programs and increasing the accessibility of our programming, this department will focus on fostering long-term, trust-based, and reciprocal relationships with BIPOC and under-represented communities throughout Silicon Valley.

TheatreWorks Silicon Valley is governed by a 25-member Board of Trustees. Tim Bond joined as Artistic Director since 2020, following the 50-year tenure of Founding Artistic Director Robert Kelley. Arts activist and veteran arts administrator Debbie Chinn joined as Executive Director in 2022, and together they are developing a refreshed, inclusive, dynamic vision for TheatreWorks. For the fiscal year ending June 30, 2019, TheatreWorks Silicon Valley reported

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revenue of \$9.6 million, with approximately \$4.7 million from contributions and grants and \$4.6 million from program services. Due to the COVID-19 shutdowns, the fiscal year ending June 30, 2021, had total revenues of \$6.7 million, with approximately \$6.5 million from contributions, grants, and endowment income. For FY23, TheatreWorks' budget is \$8.2 million, with approximately \$3 million from contributed revenue sources. TheatreWorks has a consistent record of balancing its budget. TheatreWorks' endowment stands at approximately \$5 million with a 5% draw annually to the operating budget.

The Director of Development will be an experienced, inventive, and entrepreneurial leader, able to create a culture of inspiration, inclusivity and professional development. He/she/they will oversee the planning, implementation, management of all fundraising and campaign programs and collaborate with Executive Director, Artistic Director, senior management team and Board of Trustees to develop annual fundraising and planned giving goals, and establish initiatives to reach these goals.

The Opportunity

The Director of Development will play a prominent role in ensuring TheatreWorks' continued success and commitment to furthering its impact within the community by building upon a solid and varied donor base to initially grow cash contributions to over \$3 million and in-kind contributions of approximately \$2 million annually. The Director of Development will develop and execute on TheatreWorks' development strategy, build and manage the Development team and structure, work closely alongside the Executive Director, Artistic Director, Marketing team, and Arts Engagement team, to create and direct organization-wide fundraising efforts. Further, they will collaborate with and grow the highly engaged Board to support programming and access to high-quality performing arts programming. The DoD will report directly to the Executive Director.

The new development leader will play a central enabling role in the organization's expansion and possess a strong commitment to Diversity, Equity, Inclusion and Accessibility, and anti-racist practices. The Director of Development must be a skilled relationship builder who practices "radical hospitality" with all the theatre's stakeholders, and is a self-assured fundraiser who can demonstrate an ability to solicit donors directly. This is a leader who can orchestrate solicitation campaigns that engage board and volunteers, and develop productive solicitation sponsorship approaches and experiences. Currently, the DoD oversees a staff of four including an Individual Giving Manager, Development Operations Manager, Events Manager, and Grants Manager.

BASIC FUNCTION

The Director of Development works closely with the Executive Director, Artistic Director, Board of Trustees and members of the senior staff, and provides leadership, management, and coordination of TheatreWorks' individual and institutional fundraising efforts. The DoD brings a big-picture perspective, institutes fundraising best-practices, and ensures that TheatreWorks is well-positioned to compete in philanthropic circles. The DoD will work in partnership and feel comfortable in large and small multicultural social environments to influence the current and prospective donor base.

The DoD will be the architect in designing and implementing a comprehensive three- to four-year fundraising plan to develop and cultivate sustainable individual, corporate, foundation, and

other philanthropic opportunities. Central to the plan will be placing an emphasis on becoming more muscular in pursuit of increased interactions and solicitations to individuals; that there is a robust pipeline of prospective major donors; that all interactions are strategic and move activities forward, and that development operations support growth. The DoD will work closely with the Board of Trustees to support and develop the skills needed to leverage those relationships to advance their fundraising activities and work as ambassadors for TheatreWorks.

The DoD will approach the current Development function with an organizational development lens to ensure a highly-functioning, cohesive, professional team. Together they will develop team and individual goals to ensure accountability, responsiveness, and professionalism. Using nonprofit best practices, the DoD will access the infrastructure in place so that tools for moves management, donor engagement/stewardship, and communications evolve and are scalable, and systems and processes are rock solid to build the foundation for future campaigns.

The DoD will work with Marketing to ensure TheatreWorks' messaging, image, and branding is clear and applied consistently to all materials; coordinate all donor stewardship communications and events; and materials to support the growing Arts Engagement fundraising efforts, including branding, signage, publications, newsletters, advertisements, websites, and social media.

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

- Recruit, manage, and develop a multicultural team whose skills and experiences will ensure that fundraising goals are met and that the culture is inclusive and supportive.
- Oversee TheatreWorks's fundraising efforts to increase funding and build a strategic reserve through major gifts, annual fund, foundation and corporate grants, special projects, events, and planned giving.
- Provide comprehensive and effective fundraising support for the Executive Director and Artistic Director, including research, background information, and recommended strategies for interacting with key partners and donors.
- Manage and personally engage in solicitation and stewardship activities in collaboration with the Executive Director, Artistic Director, and members of the board; provide coaching and support to board members who have a range of fundraising abilities to advance their fundraising activities and their work as ambassadors for TheatreWorks.
- Ensure stellar cohesion, collaboration and processes with Marketing toward strategically building new audience and donor base.
- Use data, trends, individual and corporate contacts, and knowledge of the community to develop strategies to expand the current base of philanthropic revenue.
- Manage planned giving, including deferred giving, estate planning, bequests, and other forms of inter-generational fundraising.
- Assure transparency; measure the success and report regularly on the progress of the development strategy and programs; provide and present statistical analysis to the Executive Director, Board, and senior management on the success of various fundraising initiatives, in the process creating a sense of shared ownership.
- Continue to build internal values to bolster TheatreWorks' work, mission and values.

DESIRED EXPERIENCE and QUALIFICATIONS

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

- Seven+ years of experience in attracting financial support from individuals, foundations, corporations, and/or government sources; demonstrated results in personally cultivating and sustaining donors. Knowledge of Tessitura would be an advantage.
- Broad-based understanding of various development activities including web, social media, direct mail, proposal development, major donor research, event planning and management, direct solicitations, leveraging fundraising databases and support systems for donor segmentation.
- Experience in motivating, directing, and managing staff, and in coordinating and supporting the fundraising activities of others; a good listener and strategist.
- Ability to forge mutually respectful and effective relationships with a diverse group of personalities and passion for the arts and the transformative power of theatre.
- Outstanding oral and written communication skills; a good public speaker; someone who deeply listens, knows when to check their ego, and can translate donors interest into funding opportunities.
- A demonstrable history and commitment to diversity, equity, inclusion, and accessibility, anti-racism, and applies these values to their work and interactions with everyone.
- Exceptional organizational skills; a keen ability to manage and juggle competing priorities; excellent follow-through and attention to detail.
- A resourceful individual with a high energy level and can-do attitude; a self-starter, problem solver, strategic and big-picture thinker.
- Individual able to impart trust, integrity and solidity, and guide others to do so in the same vein; an ability to disagree without being disagreeable; a team player and team builder; a close collaborator with staff, board, artists and community members; ability to connect with a broad spectrum of community members and partners; a person with a sense of humor, curiosity and perspective.
- Overall, there will be an intense focus on direct solicitation and leveraging others to solicit directly. Planning is fine; asking is better.

COMPENSATION AND BENEFITS

Salary range is \$165,000 - \$180,000/year and benefits include employer-paid health insurance, a 403(b) retirement plan; paid vacation, holidays, personal and sick days; season tickets to TheatreWorks; friends and family discounts, and a creative, energetic environment. TheatreWorks is an equal opportunity employer committed to a diverse workplace.

TheatreWorks Silicon Valley strives to be an inclusive work environment and embraces a diversity of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities and other historically underrepresented groups to apply.

To apply, nominate others, or for further information, please contact:

Lee Kappelman
(202) 803-6673 or leek@moppenheim.com

Lisa Grossman
650-323-3565 or lisag@moppenheim.com

Kevin Redick
415-762-2646 or kevinr@moppenheim.com

m/Oppenheim Executive Search
San Francisco, CA