



Development Director – Candidate Profile

Who We Are

Realm of Caring grew out of the need for families to have reliable, credible information about potentially life-changing cannabis and hemp related therapies. We have grown into a reputable and renowned high impact nonprofit. Realm of Caring is reimagining the way we think, talk, and respond to cannabis and the people who use it. Collaborating on innovative **research**. Providing revolutionary **education**. Empowering families to lead better lives and inform healthcare professionals about options for their patients.

Who We Need

In our growth as an organization, we are now entering a new chapter of building out systems and teams to handle the increased growth and interest in this cause. One of the key hires for this next phase is a **dedicated Development Director**, who will **deliver critical fundraising results** through the highest-impact engagements with our potential donor base, and **build the systems, processes, and team to support this work**.

This role is meant for a leader who has been **highly successful in engaging and closing through authentic one-on-one conversations**, and who has expertise in **evaluating and implementing efficient and sustainable fundraising (or sales) strategies**. Key aspects of the ideal candidate include:

1. **A personal story that connects with our mission** – whether from their own experience, or someone close to them, this person has seen the life-changing benefits of cannabis-related therapies, or knows the impact of chronic diseases on patients and their families. *This person channels their experience with a strong sense of optimism that big change is possible, and feels a personal calling to have an even greater impact in this phase of their career.*
2. **A leader in sales or business development – or in fundraising through one-on-one engagements**. This is someone who enjoys **telling a great story**, listening and engaging with **authenticity**, **being bold** in making asks, and **persisting** to get results (and modeling and coaching that for others). *In*

particular, the right candidate has a track record of increasing revenue in a growing organization, by employing the highest-impact approaches.

3. **A natural builder** – this person has gravitated toward roles that didn't exist before, coming in to add structure and direction to their function, always leaving the team or department in a place of stability and sustainability because he or she can balance both vision and process. *This person has a start-up mentality, creates things with minimal resources, handles their own administrative tasks with ease, and truly enjoys getting their hands dirty while figuring out the critical next steps.*
4. **A strategic thinker and quick decision-maker** – rather than being pulled into the weeds, he or she excels at assessing needs and gaps (especially related to systems and processes), identifying the most effective solutions and priorities, and facilitating the critical steps to move the team forward. *This person always comes to the table with a thoughtful recommendation and the reasoning behind it, and isn't attached to the outcome.*
5. **Highest degree of integrity** – not only because this role engages with donors to responsibly steward their investments in our impact, but also because we are connected to an emerging and often misunderstood industry, and as an organization we have a responsibility to do what is right, so that more families may benefit. *This is a person who has experience with similarly high expectations, personally takes responsibility for their actions, and cleans up their mistakes with grace.*

What You'll Be Doing

The Development Director will be **focused primarily on generating momentum in funding results** for Realm of Caring, while also **building the day-to-day Development operations**, including the details of shepherding every gift through internal systems, making sure the appropriate follow-up has occurred, and engaging team members around their participation in prospect and donor visits.

The Development Director will be responsible for driving Realm of Caring to meet a **fundraising goal of \$1.3 million in 2018**, and prioritizing the most effective fundraising strategies to meet that goal.

The specific responsibilities of this role fall into three primary areas.

1. **Driver of fundraising pipeline and results:**
 - Identify and prioritize high-level prospects in collaboration with the CEO and other key leaders and supporters.

- Own relationship management and lead strategy for all prospects and donors, and assign roles and action steps.
- Model effective prospect strategy and engagement, and coach and prepare others to engage in fundraising visits.
- Run regular fundraising team meetings to ensure accountability and progress to fundraising goals.

2. Owner of a fundraising portfolio:

- Conduct prospect research and strategy.
- Plan and strategize around prospect predisposition and visits, including engaging other members of the leadership as needed.
- Visit with prospects and make asks, sometimes leading, and sometimes supporting.
- Manage prospect follow-up activities, coordinating with the team as needed.

3. Development department builder:

- Build a lean fundraising operation over the next 2-4 years.
- Evaluate fundraising strategies (e.g., retail/point of sale partnerships, recurring donations from supporters) and determine appropriate roll-out plans.
- Prioritize, and begin to build the strategies, processes, systems, and tools to support a seamless and simple fundraising operation.
- Build relationships with the team to identify and understand projects in need of funding, and opportunities for collaboration.
- Oversee development of donor stewardship opportunities as they relate to generating long-term fundraising results.

Location & Travel. Ideally, this position is based in Colorado Springs, Colorado; and, for the right candidate, we will consider a remote option with frequent visits to headquarters. The role will require some travel to meet with prospective donors as well.

Compensation & Benefits. The salary range for this position is competitive (\$60,000 - \$65,000), with the opportunity for a performance bonus. Benefits include flexible schedule, free onsite child development center, life insurance, supplemental health benefits, generous time-off policy with short work weeks and a paid sabbatical, an amazing culture, backyard office garden, and an ample supply of chocolate.

To Apply

If this profile calls out to you, please apply to morethanajob@theroc.us with an AUTHENTIC cover letter explaining why – along with your resume.