

Assistant Director of Development All Stars Project of SFBA



The All Stars Project is changing the national dialogue about how to meaningfully impact the lives of people growing up and living in poverty, and the role that “outside-of-school” plays in preparing young people for success in their lives. At the All Stars, inner-city youth participate in leadership training in partnership with the business community, grassroots performance, and community-building activities such as talent shows, an internationally award-winning police-community relations program, and more. We have transformed our unique, community-based, community-building and grassroots programs, founded in NYC in 1981, into a growing movement reaching 20,000 inner-city youth and families each year in six cities, and raising \$10 million annually in private, non-governmental funding.

We are the country’s leading Afterschool Development organization, creating a new national model that makes use of performing on and off the stage as a holistic approach to helping kids and their families grow. We bridge opportunity gaps and other deep social divisions through volunteerism and direct partnerships between affluent supporters, their families, the companies they lead or in which they work, and youth. All Stars has been presented to the Bill & Melinda Gates Foundation as an exemplar of a new paradigm shift in how poverty is addressed.

The All Stars Project of the San Francisco Bay Area is playing a special role as All Stars gains national recognition and influence. In a region experiencing sharply increasing poverty and social and economic divides, our small and talented SF staff is involving hundreds of youth, volunteers, and business partners in developmental activities. We are leading and shaping a new wave of social responsibility and philanthropy in the Bay Area that appreciates the importance and value of engaging with diverse communities. Our first Assistant Director of Development will play a key role in broadening donor and corporate involvement in the organization. We are searching for a candidate who wants to help significantly expand our base of 600 donors through our “involvement philanthropy” model. The Assistant Director of Development will join a national team of fundraisers, interacting with peers in New York, New Jersey, Chicago, and Dallas, and will be instrumental in growing the San Francisco Bay Area development program and increasing support to \$1M annually by 2021.

PRIMARY RESPONSIBILITIES:

The Assistant Director of Development will

- sales direct the November benefit luncheon which will raise \$350,000 annually, including working with the Executive Director to secure honorees/co-chairs, selling corporate sponsorships and tickets, and organizing guests to attend this high-level benefit where they will meet All Stars youth leaders;
- lead the Annual Campaign and, within that, personally manage a portfolio of donors at the \$250-\$10,000 level and conduct face-to-face meetings and phone calls to connect them to All Stars involvement opportunities and to build the President’s Committee leadership group (\$1,000-\$25,000 donors);
- manage direct mail, phone, and email outreach campaigns and lead volunteers in call shifts during peak fundraising seasons;
- lead the annual summer internship campaign, securing 35-40 renewed and new sponsorships for graduates of the Development School for Youth (DSY) leadership training program;
- in consultation with the San Francisco Bay Area program leader, connect corporate volunteers to involvement activities in the DSY program;

- support the program leader in relationship-building with corporate executives and volunteers;
- launch a new donor leadership body, the DSY Trustees, and create an aspirational campaign for corporate partnerships;
- design and execute communications strategies, including a monthly e-newsletter and special reports; and
- build the “story bank” to share program impact.

CANDIDATE QUALIFICATIONS AND QUALITIES:

The successful candidate for the position of Assistant Director of Development should have

- knowledge of the San Francisco Bay Area business community, its diverse range of business cultures and mindsets (corporate, start up, etc.), and corporate social responsibility efforts;
- attention to detail and strong organizational skills;
- motivation, resourcefulness, and results-orientation;
- ability to think big and simultaneously focus on, fully engage in, and enjoy an entrepreneurial, partnership- and relationship- building process;
- strong leadership and interpersonal skills and the ability to collaborate, interact, and communicate professionally with individuals at all levels of the organization;
- strong verbal and written communication skills, including skill and comfort with public speaking;
- superb administrative skills, including use of MS Word, Excel, PowerPoint, and Outlook;
- a strong aptitude for learning database and online fundraising tools, with experience in Raiser’s Edge and MailChimp/Constant Contact preferred;
- a flexible schedule including an ability/willingness to work evenings and occasional Saturdays for phone shifts, special events, and other activities during peak season;
- a strong ability to convey the strategy and unique approach of the All Stars Project and a new and growing field of Afterschool Development; and
- openness to new understandings of poverty related issues, and a commitment to creating educational and developmental opportunities for inner-city youth in and outside of school contexts.

A bachelor’s degree or equivalent experience is required for this position as is six years of professional experience with at least three years of development experience strongly preferred.

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