



Position Announcement

Director of Development **Kidznotes** **Durham, NC**

March 2021



KIDZNOTES

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Kidznotes

Position Description: Director of Development

Applications will be accepted until April 19, 2021 or until position is filled

Executive Summary

Kidznotes seeks an experienced and creative Director of Development who is eager for the opportunity to create a successful development program to improve the lives of children and families with a specific commitment to serving under resourced communities in the Triangle area of North Carolina. Successful candidates will have a strong understanding of fundraising fundamentals and best practices, a keen interest in being engaged in every aspect of development and being a trusted partner to the Executive Director in growing an organization with equity-centered values.

The Director of Development will ensure that opportunities to invest in Kidznotes' mission are responsive to the needs of the community we serve, in line with the organization's priorities for strategic growth, and attuned to its culture of inclusive philanthropy where every gift is valued and every donor matters. This is an opportunity for a successful fundraising leader to expand the foundations on which Kidznotes current and future funding will depend and to implement an ambitious plan for increasing support for this loved and admired organization working to provide both musical instruction and a platform for social justice and racial equity conversations.



Vision

Kidznotes is the cultural catalyst that provides access to joy through music, working in partnership with families, schools and community stakeholders to honor diversity, embrace collaboration and empower excellence in the daily lives of our students.

About Kidznotes

Celebrating its 10th anniversary this year, Kidznotes was founded in Durham, NC in 2011 as a music for social change program based on the [El Sistema model](#) of youth orchestras, which started in Venezuela and has now spread worldwide. El Sistema's mission is not to create professional musicians, but to promote the collective practice of music through symphony orchestras and choruses in order to help children and young people in achieving their full potential by acquiring values that favor their personal growth and development.

Today, Kidznotes creates music that energizes limitless social change through a thriving, multi-cultural network of children, families, and community partners. Our core values are diversity, rigor, collaboration, empowerment, and JOY. We truly believe that, with universal access, the power of music can change the world. Through music, we can build authentic relationships with students making them feel seen, heard and valued.

Kidznotes Program Objectives

- To encourage children's participation in music training and to improve their musical performance abilities
- To foster the development of children's social behavior and values which contribute to success at school and in society
- To support the development of children's school readiness and academic achievement.
- To encourage children's positive decision-making
- To promote parents' engagement in program and community activities.

Kidznotes classes are taught by teaching artists who are committed to teaching young students. The program currently operates 8 hours per week, 35 weeks a year, and in a 2-3-week Summer Camp. More than 250

students from Durham and Wake County Public Schools are enrolled in Kidznotes classes, which are currently provided virtually in response to guidance from the North Carolina Department of Health and Human Services. Prior to the pandemic, Kidznotes enrollment averaged 400-500 students annually

Kidznotes employs two full-time people and is overseen by a 13-member Board of Directors. The organization has a FY21 budget of \$963,428 reflecting contributions from individuals of \$285,000, corporations providing \$65,000, government and foundation grants totaling \$390,000, and special events projected to raise \$105,000.

The Opportunity

Reports to Shana Tucker, Executive Director

The Director of Development will be joining a small team of committed professionals dedicated to Kidznotes' mission to change lives through ever-expanding participation in youth orchestras, bands, and choirs. With an energetic and talented new Executive Director at the helm, Kidznotes is poised to start its next chapter with an abundance mindset, an appreciation and value for the lived experience of underserved youth, and an unwavering commitment to diversity, equity and inclusion in all that we do.

The Director of Development will be a confident self-starter; a builder as well as a skilled practitioner who knows both the art and science of fundraising. The Executive Director seeks a strong partner she can rely on to act with integrity, to keep her informed, and to position her to be used strategically for engagement opportunities, closing gifts, and stewardship of her portfolio of donors. The Director of Development will staff the Board development committee and will be responsible for volunteers assisting with fundraising related activities.

Key attributes for a successful Director of Development at Kidznotes include empathy and empowerment, integrity and honesty, collaboration and understanding. A successful Director of Development will enter this role with a mind open to opportunities for strengthening Kidznotes and a mastery of cultural competency that will result in the formation of trusting relationship with Kidznotes staff, volunteers, students and families.

Building the foundation for a solid fundraising program.

The Director of Development must be a fundraising generalist, schooled in best-practices with the drive to implement the operational building blocks required of a successful fundraising program now and in the future. From data entry and donor management in Salesforce, to online giving, annual fund, major gifts, foundation grants and special events, the Director of Development will need to do a thorough assessment of what Kidznotes has in place, identify what is missing, and develop a plan of action for putting priorities in place.

Creating an effective plan of action.

The Director of Development must be a nimble and strategic leader focused on creating and executing strategy, but willing to act entrepreneurially on opportunities that arise within the organization's mission and plan. Successful candidates will have the ability to create a vision for a development program and translate that vision into a written actionable plan that will result in significant growth over the next 3-5 years. Kidznotes has a FY21 Development Plan created by *moss+ross* that will need to be evaluated and updated by the incoming Director of Development and can be used as a model for future years.

Diversifying and deepening the funding base.

Kidznotes is ready to grow beyond its reliance on foundation and government grants, and in order to accomplish this, the incoming Director of Development will build a more vibrant and effective annual fund and major gift program supported by a well-organized prospect/donor pipeline. Individual donors have also been a critical source of support for Kidznotes, and a growing number of supporters are giving monthly, reflecting a strong commitment to the organization and providing a constant, predictable source of core support for the organization. Close evaluation of Kidznotes' traditional fundraising event is also expected to ensure that the

event fulfills its role to cultivate new donors, steward current supporters and raise awareness of the mission and vision while also generating significant revenue for the organization. Awareness of fundraising trends like peer-to-peer campaigns, online giving platforms, and third-party programs like AmazonSmile and Target Circle are central to ensure that Kidznotes is poised to reach potential supporters beyond traditional venues.

Responsibilities

- Leads the creation, monitoring, and evaluation of a diversified, comprehensive written development plan with clearly defined goals, objectives, timelines, and assignment of responsibilities.
- Focuses on building a robust prospect pipeline and moves management system.
- Supports the Executive Director with her portfolio of prospects and donors by providing her with the necessary research and planning discussion so she will be at her highest and best use.
- Collaborates with volunteers and the Board in the identification, cultivation, and solicitation of donors and prospects.
- Relishes integrating technology into all aspects of the fundraising process as an essential tool to save time and maximize resources and as an exciting opportunity to reach donors beyond the traditional fundraising avenues.
- Makes regular reports of progress to the Executive Director and Board and keeps the staff fully informed.
- Is a passionate and informed advocate for Kidznotes and serves as one of the key spokespersons for the organization. Looks for opportunities (or positions the Executive Director and Board members) to attend community events or serve on community panels or initiatives that position the organization for improved fundraising or visibility.
- Oversees and evaluates all processes and procedures related to fundraising including stewardship activities (donor database, acknowledgements, and recognition), gift acceptance policies, contributions management, grant writing and reporting, and communications/marketing messaging.
- Works with the Executive Director in the formulation of an annual development/communications program budget and monitors budget throughout the year.

Preferred Qualifications and Education

- Bachelor's degree or substantial equivalent experience will be considered.
- 5-plus years of professional experience in a nonprofit organization, with a proven track record of fundraising success. Experience with fundraising in the greater Triangle area of North Carolina a plus.
- Demonstrates integrity, treats colleagues and donors with respect, puts the fundraising needs of the organization above personal ambitions, and maintains confidentiality.
- Passion for the mission of Kidznotes; cultural competency to work comfortably with the communities Kidznotes serves.
- Commitment to diversity, equity and inclusion and demonstrated understanding of how issues such as race, ethnicity, color, national origin, socio-economic class, perception of disabilities and/or other areas of implicit bias in the larger culture can shape, distort and harm.
- Fearless and smart fundraiser with experience in the full range of fundraising including major gifts, annual, sponsorships, grants, and special events.
- Exceptional planning skills; goal, results, and detail-oriented with the ability to set and meet deadlines. Able to construct, articulate, implement, and evaluate written annual plans.
- Excellent communication skills, both written and oral; ability to influence and engage a wide range of donors and key stakeholders and build long-term relationships.
- Enthusiastic and skilled networker who enjoys getting out into the community, attending events, and participating in civic groups and activities that position the organization for success.
- Proficient in the use of donor databases, including producing reports as well as the use of social media for fundraising. Experience with Salesforce and Classy or similar platforms is preferred.
- History of leading effective communication efforts related to fundraising or awareness and knowledge of how best to balance social and traditional media is a plus.

- Flexible and adaptable work style with the ability to work some nights and weekends, manage competing demands and work independently without close oversight; creative with a sense of humor.

Compensation: Commensurate with experience and abilities and reflective of salary levels in Triangle-area nonprofit organizations; anticipated hiring range is up to \$75,000 plus benefits.

To apply: In one document please submit a cover letter, resume and how you found out about the position, and send via email to:

Ms. Shana Tucker
Executive Director
Kidznotes
KidznotesSearch@mossandross.com

Applications will be accepted until April 19, 2021 or until the position is filled. Kidznotes is deeply committed to anti-racism, inclusion, and equity in our programming and workplace, and to providing an environment of mutual respect where equal employment opportunities are available to all applicants without regard to race, color, creed, religion, sex, national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, and any other identity. As we grow, we will intentionally build a team that reflects the ethnic, racial, and cultural diversity of the students, educators, and communities we serve. As such, we strongly encourage applications from candidates of color.

A short presentation and writing samples may be required from semi-finalists who will be notified after the application deadline. At least five references will be required for finalists. Background checks will be conducted before a final offer is made.

The consulting firm of [moss+ross](#) has been retained to assist with the search.



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