

# PASSION, IMPACT, LEGACY

## A Professional Fundraiser's Journey



# FUNDRAISING PROFESSIONAL

- If you love to build relationships, share your enthusiasm for a cause, and impact the resources available to a nonprofit, a position in nonprofit fundraising is the career right for you.
- Also known as development, this is the function responsible for all aspects of raising money, including pursuing and obtaining funds from foundations, corporations, individuals, and government sources through activities such as grant writing, annual appeals, events and strategic campaigns.



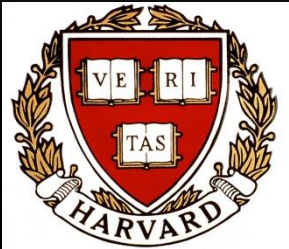
# FUNDRAISING POSITIONS

- Development Associate
  - Junior Grant Writer
  - Event Coordinator
  - Development Coordinator
  - Development Director
  - Major Gifts Officer
  - Grants Manager
  - Director of Special Events
  - Major Gifts Officer
  - Planned Giving Officer
  - Capital Campaign Director
  - Chief Development Officer/VP of Advancement
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# WHERE DO YOU FIND FUNDRAISING JOBS?

- AFP International Career Center
  - Local AFP Chapter websites
  - The Chronicle of Higher Education
  - The Chronicle of Philanthropy
  - The American Alliance of Museums
  - CASE (Council for Advancement and Support of Education)
  - AHP (Association for Healthcare Philanthropy)
  - American Grant Writers Association
  - Nonprofit websites
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# WHO HIRES FUNDRAISING PROFESSIONALS?



# HOW MUCH DO FUNDRAISERS EARN?

- Fundraising is one of the better-compensated areas of charitable work. The fundraising field is expected to expand as the number of nonprofits grows.
- The median annual wage for fundraisers was \$52,970 in May 2015.
- Annual Gift Coordinator in Higher Education – Baltimore, MD \$55,739
- Grants/Proposal Writer – Washington, D.C., \$61,767
- Fundraising Director – Minneapolis, MN \$117,630
- Planned Gift Director, Higher Education – Seattle, WA \$100,222
- Vice President of Development, Higher Education – Tampa, FL \$500,000
- Salaries vary widely depending on location, size of nonprofit, type of nonprofit, and level of responsibility

# APPLYING FOR FUNDRAISING JOBS

- Fundraising is a highly competitive field.
- Plan before making the move.
- Experience is everything.
- Talk to other fundraisers.
- Learn as much as you can about your chosen field.
- Dress for success.
- Research the organizations you are applying to and their causes.
- Always represent yourself in a professional manner.
- If you do not know the answer, what do you say?



# RESUME



- Engaging Summary of Qualifications
- Professional Experience
- Education Highlights
- The Final Touch



# COVER LETTER

- ADDRESS your cover letter to a real person!
- OPEN with an attention-grabbing first sentence to really grip the reader.
- REMEMBER — Less is more!
- FOCUS on what you can do for the employer.
- CHOOSE words that show enthusiasm and passion for the position you are seeking.
- Employer takeaway.
- END your cover letter with enthusiastic and telling verbiage.
- THINK of your cover letter as a sales letter.



# INTERVIEWING FOR FUNDRAISING JOBS

- Think about how you would go about persuading someone to donate money to their organization.
- Get access to their fundraising materials (website, newsletters, direct mail, etc.) so you can understand the way they work.
- It is important that you do care about the organization, rather than just say you do.
- What are you going to do the first ninety days on the job?
- When to discuss salary?
- What to say about past employers?
- Tell the truth!



# THANK YOU EMAIL, NOTES, AND LETTERS

- Collect business cards during the interview process.
- Email thank you(s) the same day you interview.
- What to say in your thank you letter.
- Thank you(s) for second, third and final interviews.
- Salary and contract negotiation.



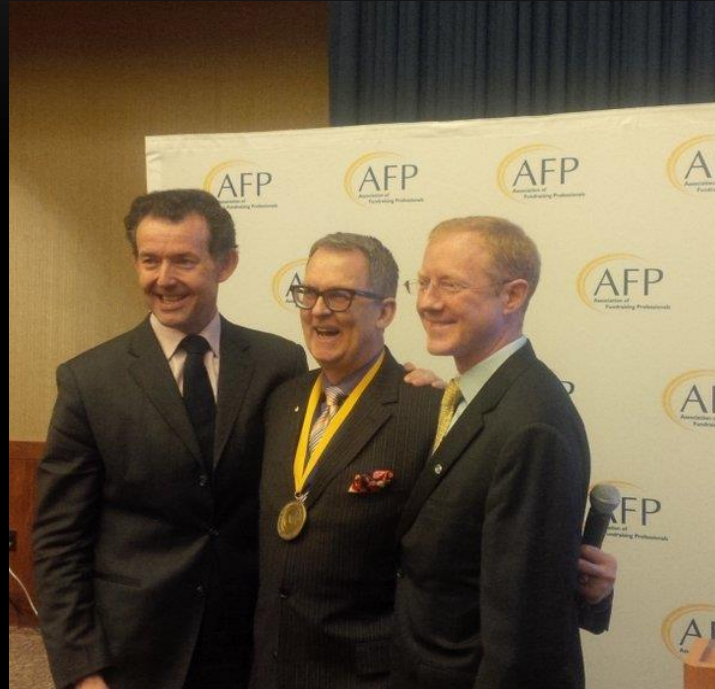
# HOW YOU CAN AVOID A BAD FUNDRAISING JOB

- How many people have held this position in the last five years?
- Can I talk with the last person who held it?
- Is there a budget for professional development?
- Does the Executive Director like to fundraise?
- How does the board feel about fundraising?
- Does the organization have an up-to-date donor database?
- What is the fundraising goal for this position?
- How many prospects are in the pipeline?
- Do you have a written position description for this job?



# WHAT MAKES A GOOD FUNDRAISER?

- Communicator
- Researcher
- Organized
- Detailed
- Steward
- Opportunist
- Manager (Leader)
- Passionate
- Honest
- Sincere



# BECOMING A CFRE?



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