



Development Director

Natural High, a San Diego-based, national nonprofit organization encouraging youth to say “yes” to a natural high and “no” to drugs and alcohol is seeking its first Development Director to annually generate \$850,000 in revenue through individual, corporate, government and foundation donors, via merchandising and special events.

About Natural High: Natural High’s mission is to influence the hearts and minds of youth by inspiring them to choose a natural high and reject drugs. Using real stories from high-profile athletes, musicians and artists, Natural High shows youth that living drug-free is way cooler than using drugs. Three million students have heard the Natural High message through the nationally acclaimed Natural High® Educational DVD Series, provided free-of-charge to schools with a 5th grade and higher. Youth have now begun to adopt this campaign directly, producing their own Natural High videos, starting their own Natural High clubs and becoming advocates and role models for their peers.

Having completed a careful strategic planning process involving constituents from across the organization, Natural High believes the time is now to scale its efforts to reach more kids, more often and from multiple channels. The current 5 year strategic plan consists of scaling up efforts from reaching 3 million kids to reaching 12 million, while increasing effectiveness.

Position Description

Natural High is seeking an individual to develop, manage and maximize its already existing development activities and donor base as well as identifying new donors to increase revenue and further improve the organization’s relationships and community support. This position is new and requires someone with demonstrated fundraising success and experience working with major donors, corporations, foundations, government agencies, special events, merchandising and board development.

The Development Director must possess both planning and management skills, while at the same time, a willingness and desire to often execute on individual tactics and follow-through at the task level to complete projects. The position also requires someone who is flexible, excited about working in a newly created position and enjoys working in a small staff environment.

Primary Responsibilities

- Engage in meaningful face-to-face visits with donors and prospects on a frequent basis designed to move prospects toward making a donation to the organization
- Identify, prepare, submit and steward grant proposals and reports to individuals; corporations; private, family and community foundations; and government agencies
- Communicate with donors through correspondence, calls and visits
- Create and implement a comprehensive, multi-year sustainable annual giving plan with donor levels, recognition and benefits
- Prepare solicitation materials, briefing materials and conduct strategy meetings
- Work with Natural High’s Board of Directors, Executive Director and other staff in securing donations
- Develop and coordinate moves management plans
- Plan and coordinate year-end giving campaign including mailing list, request materials and acknowledgement letter templates
- Create strategies for annual giving presence online including appeals via new electronic platforms, including social media
- Create, update and manage year round grants calendar with all submission, reporting deadlines and requirements for corporate; private, family and community foundations; and government agencies

- Identify and work with corporations that have similar goals as Natural High
- Create corporate recognition and benefits plan including number of impressions donors at various giving levels will receive
- Develop programming and events designed to cultivate donors and generate revenue for Natural High
- Identify and coordinate appropriate follow-up with attendees, vendors and other participants following all development events
- Manage and oversee annual fundraising gala to ensure the event meets the organization's objectives and generates funds through sponsorships, silent and live auctions, fund an item, etc.
- Manage and oversee Gala Event Manager and interns
- Establish basic planned giving procedures
- Initiate relationships with attorneys and other planned giving advisors
- Solicit in-kind donations to decrease expenses and enhance Natural High's work
- Write and manage contracts with in-kind donors
- Create in-kind donor recognition plan
- Oversee Natural High DVD sales and merchandising
- Develop strategies to generate the maximum revenue through DVD sales and merchandising via different point of sales
- Develop, implement and manage budget for development expenses and activities
- Conduct prospect research on individuals, corporations, foundations and government agencies
- Create and implement overall donor recognition plan
- Work with Natural High staff to write and implement donor policies and procedures
- Ensure all Natural High staff maintain standards for all donor record keeping in Salesforce
- Represent Natural High to external constituents at community events and meetings
- Serve as the Natural High liaison to elected officials

Experience & Qualifications

- Bachelor's Degree required, Master's preferred
- CFRE a plus
- At least 5-7 years professional experience in fundraising with proven successes
- Excellent writing skills to prepare solicitation appeals, grant proposals, acknowledgement letters, donor reports, and other materials for use in fundraising
- Excellence in all fundraising areas and project management
- Action-oriented, flexible and innovative approach to fundraising
- Experience with special events including gala, donor cultivation events, etc.
- Knowledge of Salesforce a plus
- Experience with moves management
- Ensure fundraising programs and activities are implemented incorporating Natural High's values
- Proven success with entrepreneurial and creative fundraising
- Ability to meet tight deadlines
- Excellent interpersonal skills and a collaborative management style
- Ability to operate as both an effective tactical as well as strategic thinker
- Demonstrated exceptional written, oral, interpersonal and presentation skills
- Excellent computer skills and proficient in Microsoft Outlook, Word, Excel and PowerPoint
- Excellent judgment and ability to make decisions in a changing environment
- Demonstrated effective relationship management, ability to interface with internal & external stakeholders, contractors and vendors
- Demonstrated strategic creativity in maximizing impact with limited resources
- Demonstrated understanding and enthusiasm for emerging technologies
- Self-reliant, problem solver, enjoys creating and implementing new initiatives
- Ability and sincere commitment to work collaboratively

- High energy, personable, innovative, creative, flexible, enthusiastic, entrepreneurial , authentic and organized
- Able to travel locally, within the state and country occasionally
- Willingness to work some evenings or weekends as needed
- Sincerely passionate about the Natural High mission and excited about growing with the organization

How to Apply & Reporting

Please send cover letter, resume, references and writing sample to jobs@naturalhigh.org. You will receive an email and/or call if Natural High would like to speak with you further. No phone calls or in-person applications please.

This is an exempt full-time position and reports to the Executive Director. The Development Director manages the Gala Event Manager and Gala interns. Natural High’s offices are located in La Jolla, California. Salary is commensurate with experience.

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To learn more about Natural High visit: www.naturalhigh.org

Natural High by the Sundt Memorial Foundation is an equal opportunity employer.

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“I received a copy of Natural High last year free (I couldn’t believe it!) and shared it with my students. They loved it! It really is the best anti-drug material I’ve seen in almost 30 years of education.”

-Suzanne Duperock, Counselor, Robert E. Lee Elementary, VA

“Every night I’m home, bedtime routine with my 10 year old is for me to ask her what was special about her day. She told me all about your Natural High video and she really enjoyed it. It gave us an opportunity to talk about natural highs and the dangers of drugs. Thanks for all that you do!”

John Andrews, Parent, San Diego

“I was hard into drugs, I almost killed myself. In my senior year, the school decided to put me in a class called School Success. There I met an amazing teacher who genuinely cared about her students. That was where I first saw Natural High and I fell in love with it. I ended up crying by the time it was done because I thought of everything I had missed out on and how badly I had sunken into this black hole of drugs. It inspired me. That day was the day I had decided to not do drugs anymore. I'm a lot happier now. I've taken up writing stories and ice skating, my natural highs that I used to love to do before I got into drugs but had lost touch. I don’t think kids really understand the impact drugs have on their lives. Thank you for talking to kids in a way we can relate to.”

-Alexandra, Student in Utah