

## **BROS Development Structure**

### **1) Development Director**

- a) Foster an understanding of philanthropy within the organization
- b) Develop and maintain ongoing relationships with major donors, members and community stakeholders
- c) Develop and execute BROS annual fundraising plan (operational)
- d) Develop and maintain budget for development
- e) Prepares annual reports and statements regarding the performance of the Development department, and suggests areas for improvement to the Executive Trio and the Board of Directors
- f) Develop content for BROS Annual Report/State of the BROS. Create a plan for creation/ distribution
- g) Oversee the creation and distribution of mailers: membership letters, sponsorship solicitations, acknowledgement letters, and donation perks.
- h) Works with the Campaign Manager and Major Gifts Officer to develop and execute strategy for BROS capital campaign
- i) Work with E3, Board and other parties to secure financial support from individuals, foundations and corporations.
- j) Track and assign value in-kind donations coming into BROS and make decisions on issuing receipts
- k) Manage the implementation of donor database/BROS salesforce (or another overarching development tracking software)
- l) Performs external research on the current economic trends of the region and its effects on nonprofit development, and applies when creating projections
- m) Works with event coordinator to decide which income streams are categorized and earned or contributed income. Works with Managing Director and Finance Overlord to make decisions on any revenue items.

### **2) Membership and Individual Giving Captain**

- a) Implement membership structure with feedback from captains, staff and board.
- b) Create quarterly performance reports on membership and individual giving, showing statistics and suggestions for deepening involvement
- c) Hits quarterly contributed revenue targets for Membership and Individual Giving
- d) Create and execute a strategy for a large sustained base of annual individual donors
- e) Works with marketing coordinator to develop and maintain ongoing relationships with major donors, members and community stakeholders

- f) Updates donor database/BROS salesforce (or another overarching development tracking software)
- g) Update member and donor mailing lists
- h) Create and distribute membership letters, acknowledgement letters, and track donation perks.

### **3) Grants Captain:**

- a) Research and identify potential funders
- b) Prepare and submit LOI and full grant proposals
- c) Meets with Foundations and granting organizations in preparation for submitting proposals
- d) Develop a system for data tracking and reporting for foundation and corporate funders
- e) Track and submit grant obligations and adheres to grant compliances.
- f) Gathers internal environmental and external economic and social impact statistics to assist in grant proposals
- g) Hits bi-annual and annual revenue targets for granting organizations

### **4) Special Events Captain**

- a) Coordinates New Years Eve, Halloween, Brodown, Swanktacular and Artscape Special events annually
- b) Hits annual special event fundraising targets
- c) Manages a special events budget
- d) Coordinates decor designers, food and drink logistics, live entertainment
- e) Communicates with venue management re: special event
- f) Is on site during all events
- g) Works with Managing Director and Development Director to develop ticketing structure
- h) Recruits project coordinators and volunteer coordinator to assist with special event projects and on site logistics
- i) Works with Managing Director and Development Director to develop fundraising activities and incentives at the event
- j) Works with marketing coordinator on special event communications

### **5) Sponsorship and Business Contributions Captain**

- a) Create sponsorship packages for programmatic events and special events.
- b) Solicit Individual and corporate sponsors for annual programs and special events
- c) Hits quarterly contributed revenue targets for sponsorship and corporate support
- d) Oversee and track sponsorship perks
- e) Create sponsorship solicitations, acknowledgement letters, and track donor perks
- f) Gather corporate logos and acknowledgement materials for marketing team

- g) Updates donor database/BROS salesforce (or another overarching development tracking software)
- h) Works with the Marketing Coordinator to communicate sponsorship packages and perks
- i) Lead coordinator on in-kind sponsorships.

**6) Capital Campaign Manager/Major Gifts Officer:**

- a) Works with Board of Directors & E3 to develop and execute strategy for BROS capital campaign
- b) Cultivates major donor relationships (donations over \$500 annually)
- c) Campaign Knights: motivates and communicates with the volunteer fundraising heroes.
- d) Coordinates high-level donor perks i.e. Wall Of The Righteous
- e) Coordinates with Individual Giving Coordinator to track and manage the donor contacts.
- f) Institutional Gifts - major gifts to "BROS" from individuals

**7) Marketing Coordinator & Graphic Designer**

- a) Oversee the creation and distribution of mailers
- b) Manage and create content for Member and Donor Mailing Lists/ newsletter
- c) Develop ideas for social media campaigns that inspire giving (#givingtuesday)
- d) Create a development communication plan to maximize public awareness within the organization
- e) Coordinate the design, print and distribution of marketing materials for development efforts
- f) Collaborate with E3 to create seasonal donor-centered communications and solicitations with an appropriate theme to be used across all messaging channels (newsletter, social media, print, and email)
- g) Create Sponsorship Marketing materials for programmatic events (productions/special events)
- h) Works to market the bi/tri annual crowdrise??
- i) Performs outreach to individuals and communities regarding BROS development goals & distributes marketing materials