

## STATE 4-H MANAGEMENT BOARD RESOURCE DEVELOPMENT DIRECTOR JOB DESCRIPTION

### **General Description**

The 4-H Management Board Resource Development Director collaborates with the California 4-H Foundation's Executive Director to help execute the Foundation's strategic fundraising plan to raise private philanthropic resources to support the University of California, Division of Agriculture and Natural Resources (UC ANR) 4-H Youth Development Program (YDP). (See attached Responsibility Chart). The Resource Development Director is a 4-H adult volunteer who coordinates the efforts of the Resource Development Committee and any related ad-hoc committee(s).

### **Objectives**

1. Serve as the volunteer leader for fundraising under the direction of the Executive Director of the California 4-H Foundation and in conjunction with the Foundation's Board of Directors.
2. Build and lead a Resource Development Committee that raises funds to support the Foundation's strategic fundraising plan.
3. Working under the guidance of the Foundation Executive Director, develop a coordinated fund development plan to support the agreed upon focus areas and strategies to meet fundraising goals.
4. Oversee and coordinate all fundraising activities planned by State 4-H Management Board, State 4-H Advisory Committees and other event planning committees.
5. Serve on the Finance Committee.
6. Support the development of a culture of philanthropy within the statewide 4-H YDP.

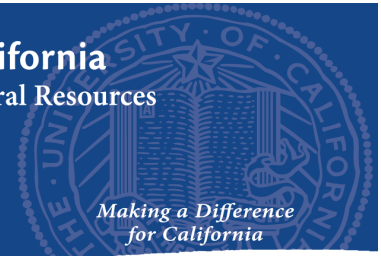
### **Specific Skills**

1. Either an understanding of or a willingness to learn about the 4-H YDP.
2. Experience and demonstrated success raising private funding as a volunteer or development professional.
3. Strong leadership skills.
4. Ability to relate to and work with diverse youth and adults.
5. Enthusiasm, patience, understanding and the ability to motivate youth and adults through youth-adult partnerships.
6. Ability to communicate effectively.
7. Ability to think strategically.
8. Good organizational skills.
9. An understanding or willingness to learn about the UC ANR, UC Cooperative Extension (UCCE) and statewide 4-H YDP mission and organizational structure, including the California 4-H Foundation, and communicate it to others.

### **Specific Responsibilities**

1. Become a 4-H adult volunteer prior to serving as a Director.
2. Follow and abide by the Resource Development Director Job Description.





3. Upon selection as the Resource Development Director, work with the sectional and state councils to obtain a list of past/current donors and 4-H members and adult volunteers with relationships to these funders and provide this information to the Foundation to be added to the UC ANR's fundraising database of record.
4. Each year sit down with the California 4-H Foundation Executive Director to go over the Foundation's strategic fundraising plan and work collaboratively to determine the best scope of work for that year to meet fundraising goals to support the work of the statewide 4-H YDP.
5. Serve as the primary liaison between the California 4-H Foundation Board of Directors and the 4-H Management Board to coordinate fundraising efforts to achieve maximum revenue.
6. Receive training for and utilize the database of record for UC ANR, Raiser's Edge.
7. As appropriate, meet with individual donors, foundation or company representatives to prospect and/or solicit gifts in partnership with appropriate 4-H staff and the California 4-H Foundation.
8. Develop and manage a budget to support fundraising subject to approval by the State 4-H Management Board. Authority to re-budget between line items as needed.
9. Provide training and support to 4-H Volunteer Management Organizations (VMOs) and units (e.g., clubs) related to fundraising and resource development.
10. Serve as a member of the State 4-H Management Board and attend regularly scheduled meetings.
11. Serve as chairperson of the Resource Development Committee, and coordinate any related ad-hoc committees.
12. Serve on the Finance Committee.
13. Attend scheduled orientation and training sessions for Directors.

### **Relationships**

The volunteer Resource Development Director is responsible to the State 4-H Management Board and the Associate Director of 4-H Program and Policy. The Director works directly under the guidance of the California 4-H Foundation Executive Director who serves as the staff liaison and communicates regularly with Foundation staff to plan and coordinate fundraising efforts. The Resource Development Director works closely with the Treasurer to determine costs of the program, secure budgets and ensure funding needs are included in the fundraising plan. The Director cooperates with the other Directors, Management Board Committees, State 4-H Advisory Committees, event planning committees, 4-H YDP staff, as well as adult volunteers, members and participants in the 4-H YDP. The Resource and Development Director is expected to network, collaborate and cooperate with community groups, foundations and private corporations and companies.

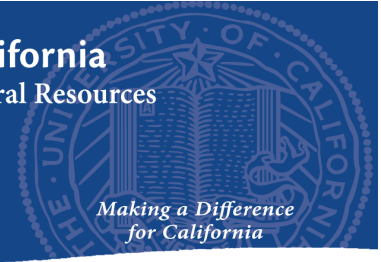
### **Time Involved**

The time needed to do the job varies throughout the year. It is estimated that on average 15-20 hours per month throughout the year would be required to do this job well.

### **Benefits**

- Learn new skills and strengthen job skills
- Resume building





- Grow personally and professionally
- Positively contribute to the youth of California

**Reimbursement/Compensation**

1. Telephone bill reimbursement for long distance calls pertaining to Director work (up to the maximum set by the State 4-H Management Board).
2. Postage reimbursement for mailings pertaining to Director work (up to the maximum set by the State 4-H Management Board).
3. Participation in one professional/volunteer development opportunity pertaining to Director work will be paid (subject to funding and approval by the State 4-H Management Board).
4. Equipment necessary to carry out the essential duties of the position (subject to funding and approval by the State 4-H Management Board).
5. Travel to and from State 4-H Management Board, Committee and California 4-H Foundation meetings.

**Term of Appointment**

The Resource Development Director shall serve a two-year term, with eligibility to reapply for reappointment to another two-year term. There must be at least a two-year period after the second term before reappointment can be made to the same position. Applicants will go through an application and selection process.

I have reviewed this job description, and I am willing to volunteer and to serve in the capacity of the State 4-H Management Board Resource Development Director.

\_\_\_\_\_

Resource Development Director

\_\_\_\_\_

Date

\_\_\_\_\_

Executive Director of the 4-H Foundation

\_\_\_\_\_

Date

\_\_\_\_\_

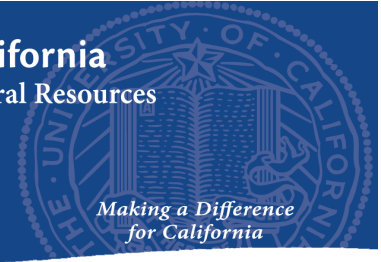
Associate Director of 4-H Program and Policy

\_\_\_\_\_

Date

It is the policy of the University of California (UC) and the UC Division of Agriculture & Natural Resources not to engage in discrimination against or harassment of any person in any of its programs or activities (Complete nondiscrimination policy statement can be found at <http://ucanr.edu/sites/anrstaff/files/215244.pdf> ). Inquiries regarding ANR's nondiscrimination policies may be directed to John I. Sims, Affirmative Action Compliance Officer/Title IX Officer, University of California, Agriculture and Natural Resources, 2801 Second Street, Davis, CA 95618, (530) 750-1397





## Responsibility Overview

### California 4-H Foundation

#### Legal Entity

- As an officially recognized support group of the University of California, the Foundation is a 501(c)(3) nonprofit corporation directed by corporate bylaws and guided by a Board of Directors.
- Serves as the fiscal agent for gifts received on behalf of the University of California, Agriculture and Natural Resources 4-H Youth Development Program (YDP).
- Undergoes an annual external audit to ensure the integrity of the Foundation's fundraising practices and gift processing.
- Abides by University of California development policies and provides guidance to the State 4-H Office and UCCE 4-H YDPs about University development policies as needed.

#### Strategic Direction

- Provides the overall strategic plan for raising private philanthropic resources to support the statewide 4-H YDP. The emphasis is first on raising unrestricted support for the statewide 4-H YDP, and then raising money for and assisting counties with building their capacity to fundraise for 4-H locally.

#### Statewide Initiatives

- Raises private funds to support the UC ANR 4-H YDP mission mandates and priorities – science, citizenship, leadership, healthy living, and diversity and expansion.
- Collaborates with National 4-H Council to create and execute statewide fundraising initiatives such as the 4-H Grows Here Campaign (focusing on growth and diversity) and the Field Marketing Program (focusing on growth and alumni), as well as the semi-annual Paper Clover campaign.

#### Annual Fund

- Manages all individual giving efforts including annual giving campaigns and building the donor prospect pipeline for gifts from individuals at all levels.
- Coordinates a year-round acquisition program that involves donor cultivation, solicitation, stewardship and retention through direct mail, online communications and solicitations, and personal visits.

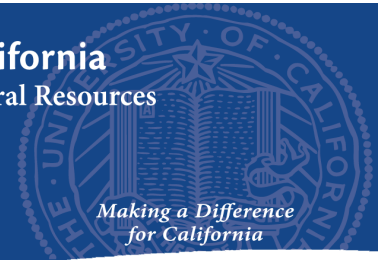
#### Fundraising Campaigns

Develops and executes special fundraising campaigns and opportunities, such Giving Days.

#### Foundations and Corporate Support

As part of ANR Development Services, identifies corporate and foundation partners who are interested in funding the statewide 4-H YDP mission mandates and priorities. Seeks funding for





statewide programs and as the fiscal agent, assists counties with identifying funding opportunities and preparing proposals and reports.

#### Donor Stewardship

- Maintains the database of record.
- Creates and executes a donor stewardship plan to ensure that donors are acknowledged and thanked properly, recognized appropriately, ultimately resulting in high donor retention.
- Creates opportunities for donors to understand the impact of their gifts through donor impact reports, an e-newsletter and recognition efforts such as thankathons.

#### Capacity Building

- Supports the efforts of the 4-H Volunteer Resource Development Director.
- Provides fundraising training to the Resource Development Committee to enable it to disseminate best practices throughout the counties.
- Provides system-wide fundraising training such as webinars and regional conferences.
- Develops fundraising materials to be used system-wide.
- Works with counties to identify and review potential individual, corporate and foundation prospects and donors. As requested, supports and oversees the preparation of proposals, reporting and donor stewardship as well as creating and refining their county-based annual appeals.

#### Gift Processing

Processes and acknowledges all gifts that come in to the Foundation, including unrestricted and restricted gifts to the statewide 4-H YDP and gifts designated for counties and clubs.

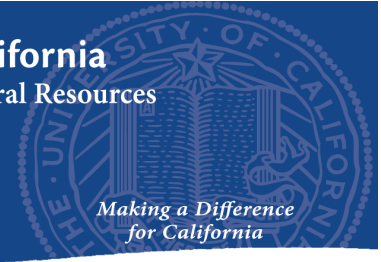
#### Alumni Program

Recognizing that 4-H alumni have rich stories to tell about their experience in 4-H and have the potential to be dedicated donors and volunteers, the Foundation serves as the official connection to alumni through its website and through targeted communication such as emails. The Foundation will partner with National 4-H Council through a targeted campaign to attract alumni, capture their information and engage them in an alumni program which is under development and serve as a resource and clearinghouse for alumni.

#### Endowments

As part of ANR Development Services, raises money for and stewards endowments that support the statewide 4-H YDP e program, and initiatives and programmatic and educational scholarships.





### Public Relations and Marketing

Foundation staff and Board members represent the 4-H YDP at events and meetings in an effort to raise awareness about the Foundation and 4-H and inspire individuals, corporations/foundations and public officials to support the program.

### **4-H Resource Development Committee**

The Resource Development Committee is a volunteer fundraising committee serving under the direction of the Resource Development Committee Director who works directly with the Foundation Executive Director and under the oversight of the Associate Director of 4-H Program and Policy. Each year the Foundation Executive Director will sit down with the Volunteer Resource Development Director to go over the fundraising strategic plan and work collaboratively to determine the best scope of work for that year. The scope will include activities that the Foundation is already doing and that the Resource Development Committee can support. In addition, the Resource Development Committee will also focus on additional fundraising efforts identified in the yearly planning process, including (but not limited to):

#### ***State/Area Level***

##### Conferences

Works closely with state program staff to raise resources for the 5 current statewide youth conferences.

##### Events

Assists the state program staff in raising private support for special events, such as the Animal Science Symposium, Citizenship Weekend, and Field Day.

##### Awards and Scholarships

Raises private support to support 4-H awards and scholarships, such as the Golden Clover awards and scholarships to attend statewide events and conference.

#### ***County Level***

Trains and works with 4-H Volunteer Management Organizations and 4-H units (e.g., clubs) to provide fundraising training and guidance.

