

## **Lemonade Day Development Associate and Grants Manager**

**If you meet the following qualifications and are interested in applying for this position, please send a CV and Resume to [sheridan@lemonadeday.org](mailto:sheridan@lemonadeday.org).**

**Reports to:** Director of Development

**Department:** National Office

**FLSA Status/Classification:** Full Time/Exempt/Salaried

**Salary Range:** \$60,000 - \$70,000

### **Job Summary**

Entrepreneurs take risks, believe they can realize their dream if they work hard, take responsibility, and act as good stewards of their resources. Today's youth share that optimism but lack the life skills, mentorship, and work experience necessary to be successful. Based on this premise, in 2006, entrepreneur, investor, and philanthropist, Michael Holthouse founded Lemonade Day.

Lemonade Day is a national nonprofit whose mission is to help prepare youth for life through fun, proactive, and experiential programs infused with life skills, character education, and entrepreneurship. The organization offers a free program that targets kids grades K-8, with an adaptable program for all youth. Kids are introduced to entrepreneurship through real-world experiences of starting their own business—a lemonade stand— where they learn the skills to set a goal, make a plan, work the plan, and achieve their dreams. Evidence-based curriculum encourages kids to spend some on themselves for their hard work, save some and open a bank account, and share some with a charity or cause in their community.

The innovative and successful Lemonade Day is focused on empowering today's youth to become tomorrow's entrepreneurs. With a national office based in Houston, in 15 years, Lemonade Day has grown to become licensed and independently operated in 87 cities in the US, Canada, and Bermuda, serving nearly 1.5 million children to date. Several of our alumni have applied their knowledge and experience to achieve their own national and worldwide business success.

Lemonade Day has grown through licensing local programs that have the right to operate and publicize it in their cities and agree to abide by branding and program standards. In 2019, community partners utilizing the Lemonade Day program included over 400 schools plus 72 Boy Scouts and Girl Scouts troops, 39 Boys and Girls Clubs, and 23 YMCAs and YWCAs, among others. Each community fundraises to garner financial support from local businesses, corporations, individuals, and foundations for their respective programs. National oversees all city programs and provides technical staff support for the funding of partnerships, intellectual property through creative programming, educational materials, a branded website, training, graphic design, and an annual conference.

Led by the CEO, the national team includes seven full-time staff. **The Development Associate and Grants Manager works closely with the Director of Development and CEO, along with the national Board of Directors and staff, to develop and achieve Lemonade Day's short and long-term program goals and objectives and executing fundraising initiatives.**

### **Duties and Responsibilities**

**Lemonade Day is seeking a passionate, energetic person eager to join a growing, dynamic organization.**

This position provides fundraising support for the Lemonade Day National team and its affiliate communities. The annual operating budget for the organization is approximately \$2 million. This position plays a vital role in helping to meet an annual fundraising goal of approximately \$1.1 million. The revenue model is supported by philanthropic dollars and sponsorships plus earned fees through the sales of licensed programs and materials. Ultimately, this position supports strategic fundraising planning and activities with the goal of maximizing both annual unrestricted income and targeted support for strategic organizational and program priorities.

Seldom travel might be involved, depending on strategic fundraising initiatives at the national or regional level. An in-person office environment is required.

**Fund Development:**

- Support the implementation of the strategies/tactics identified in the organization's Strategic Plan.
- Maintain fundraising best practices, provide excellent and timely customer service to donors, board members, community partners train staff and community partners, and support cultivation and stewardship efforts to retain and grow donations.
- Conduct research, vetting and outreach on/to prospective corporations, foundations, individuals, religious institutions, and government entities/ identify funding opportunities and new program areas to match the organization's priorities.
- Prepare and submit well-researched and professional written proposals and supporting documents in response to solicitations, in addition to managing grant reports.
- Together with the Director of Development, engage with program officers at funding organizations to solicit invitations to submit proposals.
- Manage the funding schedule and deadlines calendar, ensuring grant obligations are being met.
- Manage the processing of donations and reconcile with the finance team, and handle acknowledgement letters and other correspondence in line with responsible stewardship practices.
- Ensure donor files and touchpoints are being maintained/tracked in a timely manner in Salesforce and Box.
- Assist in creating monthly fundraising reports and other database reports as needed.

**Communications/Marketing:**

- Work with the National team to prepare donor packets, sponsorship packages and/or presentations for site visits and stakeholder meetings.
- Coordinate production and mailing of donor appeal campaigns, stewardship reports, and other collateral.
- Collaborate with the marketing and communications team on the development of strategic messaging for assets such as website, social media, and videos.

**Events/Outreach:**

- Assist in performing fundraising activities related to special events.
- Coordinate and/or assist with outreach efforts as determined by the CEO or Director of Development, including necessary follow-up/admin pertaining to board, committee, and other meetings.
- Represent the organization by attending community events and working at major Lemonade Day events as assigned, which may include weekends and evenings.

**Other:**

This job description is not intended to be all inclusive of activities, duties or responsibilities that are required of the employee for this job, therefore employee will perform other reasonably related business duties that may be requested by the CEO or Director of Development.

## **Qualifications**

### **Education Credentials and Skills:**

- Bachelor's degree in a related field
- 3-5 years of relevant professional non-profit fundraising experience
- A demonstrated ability to write a case for support
- A demonstrated track record of securing positive responses on grant submittals/donor engagement practices
- Proficiency in Microsoft Office, Google Drive, and a fundraising database/management software
- Familiarity with the following programs preferred
  - o Box.com, Salesforce, Survey Monkey, and an email marketing platform like iContact, MailChimp or Constant Contact
- Ability and willingness to learn and implement new applications/systems and establish a lasting culture of philanthropy within the organization

### **Personal Skills and Characteristics:**

- Focused on cultivation and stewardship of funds to support the coordination and seamless delivery of the Lemonade Day program across the country
- Strong problem-solver, highly organized with excellent follow-up and attention to detail, ability to retain and recall information quickly
- Self-starter with ability to work independently and as part of a team on multiple initiatives at the same time; excellent analytical and project management skills
- Ability to organize and prioritize work and adjust to shifting priorities
- Excellent verbal and written communication skills
- Positive attitude and high level of integrity
- A strong professional presence that demonstrates skill and authenticity, thereby instilling confidence and trust in donors, community partners, other nonprofit representatives, and colleagues.

## **Compensation**

Competitive salary and benefits package; salary commensurate with experience.

**P4L DBA LEMONADE DAY IS AN EQUAL OPPORTUNITY EMPLOYER.**

**THIS JOB DESCRIPTION DOES NOT CREATE EITHER AN EXPRESS OR IMPLIED CONTRACT OF EMPLOYMENT OF ANY SPECIFIC DURATION. ALL EMPLOYMENT WITH P4L DBA LEMONADE DAY IS "AT-WILL" MEANING THAT EMPLOYMENT WITH P4L DBA LEMONADE DAY MAY BE TERMINATED AT ANY TIME, WITH OR WITHOUT NOTICE, FOR ANY REASON OR NO REASON, BY EITHER P4L DBA LEMONADE DAY OR THE EMPLOYEE.**

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