



**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).**

<b>Job Title</b>	Development Associate
<b>Reports to</b>	Director of Development
<b>Department</b>	National Office
<b>FLSA Status/Classification</b>	Full Time/Exempt/Salaried
<b>Salary</b>	Range \$60,000+

### Organization Overview

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 2007, 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.

Lemonade Day is an innovative and successful nonprofit focused on empowering today's youth to become tomorrow's entrepreneurs. With a national office based in Houston, in 16 years, Lemonade Day has grown to become licensed and independently operated in 100+ communities across North America, serving over 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 communities and agree to abide by branding and program standards. Community partners utilizing the Lemonade Day program include nearly 450 schools plus 75 Boy Scouts and Girl Scouts troops, 50 Boys and Girls Clubs, and 25 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 (plus periodic regional market gatherings).

The annual operating budget for the organization is approximately \$2 million. The revenue model is supported by philanthropic dollars and sponsorships plus earned fees through the sales of licensed programs and materials.

## Job Description

Lemonade Day is seeking a passionate, energetic person eager to join a growing, dynamic national nonprofit. Led by the CEO, the national team includes eight (soon to be 12) full-time staff. The Development Associate is one of three positions reporting to the Director of Development. The other positions in the department are the Grants Manager and Development Manager. The Development Team works closely with the national Board of Directors and staff to execute fundraising initiatives to achieve Lemonade Day's short and long-term program, revenue, and organization goals and objectives.

As a member of the Development Team, the Development Associate plays an integral role by participating in all fundraising activities with the goal of maximizing both annual unrestricted income and targeted support for strategic organizational and program priorities. The Development Associate is primarily responsible for providing administrative support to the Lemonade Day National team and its affiliate communities and supporting all fundraising activities, including donor relations and stewardship, marketing and communications, direct mail appeals, and special events.

The Lemonade Day National office is in Houston, Texas. Periodic travel – within the city limits and periodic out-of-city travel – might be required of the Development Associate, depending on strategic fundraising initiatives at the national or regional level. An in-person office environment is required, with one-day being remote from home. In addition to the standard two weeks' vacation, the organization also provides 13-14 days of paid holiday each year plus five days of paid sick leave.

## Duties and Responsibilities

### ***Fund Development:***

- Provide administrative oversight to support the Development Team in its donor stewardship activities, including:
  - o Processing donations and preparing acknowledgement letters and other correspondence.
  - o Assisting with monthly fundraising reporting and donation reconciliation with the Finance Department.
  - o Sending appropriate documentation to acknowledge gifts and process credits to donors.
  - o Managing relationships and communicating appropriately and frequently with various stakeholders.
  - o Maintaining an organized system for all internal and external files (on the database and server) ensuring information is current and accurate.
  - o Handling all administrative details associated with the Development Team, Board Fundraising & Strategic Partnerships Committee, and other meetings (i.e. prepare and distribute notices, agendas, minutes, refreshments, travel arrangements, etc.).
  - o Conducting preliminary research on prospective corporate, foundation, and individual donors as well as prospective Board candidates as assigned by the CEO and Director of Development.
  - o Managing the tracking and execution of specific donor benefits (i.e. sponsorships).
- Plan and execute individual donor campaigns, including:
  - o Designing and executing annual mail and e-mail campaigns to retain and creatively acquire new lower level/recurring donors (i.e. spring, summer, and year-end appeals, special projects, contests, scholarships, etc.).
  - o Procuring materials, coordinating production and distribution of annual stewardship reports as well as letters, touchpoints, and gifts.
  - o Researching and maintaining a donor prospect list.
  - o Managing a portfolio of smaller recurring donors (i.e. recurring monthly giving) and developing and implementing strategies for effective cultivation and stewardship.

**Communications:**

- Develop strategic messaging and produce content for organization's website, social media, newsletters, and videos, in collaboration with the marketing team, and manage such in an organized calendar.
- Assist with creating and/or updating collateral and presentations (media and donor relations).

**Events:**

- Assist with the planning and execution of fundraising events and public programs, including:
  - o Maintaining guest lists, gathering and preparing registration materials, and other duties as assigned for fundraising events.
  - o Collecting and tracking volunteer hours.
  - o Prospecting and procuring raffle and other in-kind donations for special events.
  - o Ensuring necessary follow up after public events/programs.
- Provide administrative support to the CEO in overseeing the Board of Directors and Strategic Partnerships, including:
  - o Coordinating and managing schedules.
  - o Preparing and distributing notices, agendas, minutes, refreshments, etc.
  - o Managing any necessary follow ups/action items.
- 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 and could include other reasonably related business duties that may be requested by the CEO or Director of Development.

**Qualifications****Education Credentials and Skills:**

- Associate's or Bachelor's degree in a related field
- 2+ years of relevant professional nonprofit fundraising experience
- Proficiency in Microsoft Office, Google Drive, and a fundraising database/management software
  - o Familiarity with the following programs preferred: 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:**

- Strong administrative skills and self-motivated
- Excellent verbal and written communication skills
- Ability to present information concisely and effectively, both verbally and in writing
- Ability to organize and prioritize work, as well as adjust to shifting priorities
- Ability to work independently and as part of a team on multiple initiatives at the same time
- Excellent interpersonal skills
- A self-starter, data and deadline driven, and ability to multi-task with solid organizational and time-management skills
- Positive attitude and high level of integrity

**Compensation**

Salary and benefits package are competitive with other national nonprofits, and commensurate with experience.