



Common ground. Common good.

## Position Announcement Development and Membership Manager

In 1952, a small group of committed citizens acted to change the civic landscape in Minnesota for the better; they signed a charter to form the Citizens League. Founded on the principle that good public policy requires the active participation and creative energy of citizens, they committed themselves to building one of the nation's premier non-partisan, citizen-based public policy organizations. For more than 50 years, the Citizens League has brought together individuals from across the political spectrum with varying levels of experience and expertise to tackle the state's most difficult policy challenges. This tradition of informing and engaging Minnesotans has resulted in real and lasting innovations on topics ranging from education to transportation, health care to taxes, and regional governance to energy and the environment. Minnesota's economic success and unparalleled quality of life are due in large part to our civic entrepreneurship and innovation, and the base of leaders and institutions that were built.

But much has changed in Minnesota over the last 56 years. Our communities have been transformed by globalization, migration, and the shift to a knowledge economy, and our ability to create new communities has been revolutionized by technology. These changes create new challenges and opportunities for maintaining and revitalizing Minnesota's civic life. In this context, the Citizens League's work to create "common ground for the common good" is more important than ever. A substantial rebuilding effort since 2003 has positioned the Citizens League as a critical force in the revitalization of civic life and citizen engagement in Minnesota in the coming years. We believe we have just started to tap into the new civic creativity and engagement that exists in all generations of Minnesotans.

The **Development and Membership Manager** will be responsible for building a strong base of donors and members who carry forward the Citizens League's mission and constitute the core of the common ground we seek to create. This is a new position for the Citizens League and has been crafted following a significant review of our fundraising and membership capacity and structure.

### ORGANIZATIONAL GOALS FOR MEMBERSHIP AND DEVELOPMENT IN 2008

- 2250 members by the end of 2008; currently at 1820 and recruiting initiatives underway
- Execute first formal annual fund drive at calendar year-end
- Increase corporate financial support
- Assist in completing individual major donor campaign
- Create a climate of stewardship that becomes a hallmark of our work
- Institutionalize member and donor management function

### MAJOR RESPONSIBILITIES

#### ***Improving Sustainability through Donor Involvement***

- Design and execute annual fund program.
- Support executive director in solicitation of major gift prospects.
- Assist in increasing institutional support for Citizens League initiatives
- Create and implement meaningful stewardship practices

### ***Building a Base of Members***

- Build on the existing program for member recruitment and retention
- Identify opportunities and connect members to deeper, more meaningful involvement in the work of the Citizens League
- Strengthen institutional membership base through targeted recruitment and engagement initiatives.

This position will also help support the Citizens League's goals of becoming a model civic nonprofit, which is a part of the responsibilities of all staff. This includes:

- Organizing all activities in accordance with our mission, principles and civic guidelines, as well as a set of civic organizing practices;
- Identifying and implementing "best practices" in areas of responsibility;
- Participating as a collaborative member of a small dynamic staff; and
- Leveraging the capacities of board members and volunteers serving on committees that support development, and member recruitment and engagement.

### **CRITICAL COMPETENCIES FOR SUCCESS**

- Ability to build, engage and sustain a base of donors and members
- Use of traditional *and* innovative methods of fundraising such as direct mail, events, online solicitations, and annual fund campaigns
- Strong communications skills that guide the creation of effective programming and materials in support of our membership and fundraising goals
- Effective acquisition, management, deployment, and security of donor and member data through the innovative use of technology
- Organizational and financial management practices that result in mutually agreed upon cost efficiency standards

### **MEMBERSHIP AND DEVELOPMENT TEAM**

- Executive Director
- Deputy Director
- Contract Grant Writer
- Office Coordinator and External Relations Assistant
- Membership and Engagement Intern
- Board of Directors
- Development Committee
- Membership and Engagement Committee
- Strategic Consultants (as needed)

### **REPORTING**

Formally reports to the Deputy Director.

## **MINIMUM QUALIFICATIONS**

- Demonstrated commitment to values aligned with the Citizens League's mission, vision, operating principles and civic guidelines.
- Demonstrated ability having helped build a group/network/organization.
- Bachelor's degree preferred.
- Minimum of two years fundraising or membership program experience with proven track record of setting and achieving income and participation goals
- Demonstrated proficiency in prospect and donor research, and the use of relational databases.
- Demonstrated ability to conceive of and undertake creative strategies aimed at improving results.
- Strong written and verbal communications skills and proven ability to provide outstanding member relations.

## **COMPENSATION AND BENEFITS**

Salary is commensurate with experience, but anticipated to range from \$55,000 to \$75,000. The Citizens League offers a comprehensive benefits package including a retirement investment plan.

## **LEARN MORE ABOUT THE CITIZENS LEAGUE**

<http://www.citizensleague.org>

## **TO APPLY**

Compose a cover letter and resume addressing your abilities to help us achieve the organizational goals outlined in this document to:

Membership and Development Manager Search  
Citizens League  
555 N Wabasha Street, Suite 240  
Saint Paul, MN 55102

To submit materials electronically, send cover letter and resume as a single document (PDF preferred) to [humanresources@citizensleague.org](mailto:humanresources@citizensleague.org)

**The deadline for submission is 4:30 p.m., Monday July 21<sup>st</sup>.**