

CAREERS IN DEVELOPMENT, FUNDRAISING, & GRANT WRITING

Development is the process of raising resources to promote and further agency mission, goals and activities. Resources can be funding, services, people (time & image) or in-kind goods. The development process has three major components. Each of these has various activities. They are:

Development:

- Major donor cultivation, research and identification
- Planned giving- wills, estates, insurance, etc...
- Endowments- funds donated or raised for specific purposes

Fundraising:

- Special Events- phone-a-thons, galas, events
- Annual Giving- direct mail, giving clubs, memberships, special programs, bequeathment
- Corporate/Foundation Support

Grant Writing:

- Government
- Foundations
- Corporations
- Individuals

Each will raise both restricted and unrestricted funds for the agencies' use.

Types of Careers in Development:

- Director of Development
- Major Donor Solicitation
- Grant Writer
- Researcher
- Special Events Coordinator
- Volunteer Coordinator
- Planned Giving Specialist
- Political Campaign Fundraiser

Salary Range for Development Professionals:

A salary range of \$20,000.00 to \$150,000.00, depending on level and duties. Typical with most social work salaries! Typical average with 2 years experience is \$35,000.00 to \$45,000.00. Remember the more money expected to be raised, the higher the salary.

A Few 'Basics' About the Development Professional:

All good development professionals follow the development spiral when cultivating donors:

Local - participants (board members, friends, colleges, clients)

Local - supporters (businesses, etc..)

Local - foundations/corporations

State - participants (board members, friends, colleges, clients)

State - supporters (businesses, etc..)

State - foundations/corporations

National- participants (board members, friends, colleges, clients)

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