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)

*Prepared by Andrew T. Marks, LMSW*

©2005 DiNitto Center for Career Services, School of Social Work, University of Texas at Austin www.utexas.edu/ssw/dccs/