



HUMAN-ANIMAL BOND TRUST

Position Title: Development Director

Nominee Requirements:

- Age: 21 years or older
- May NOT serve concurrently as another elected Board position

Term & election:

- Two-year term with voting rights
- Incumbent may run for re-election with no limit on number of re-elections

Responsibilities:

- Attend quarterly board meetings, and maintain communication with the board outside of meetings regarding development and fundraising
- Help with social media and other marketing efforts
- Donor recruitment & relations:
 - Donation requests and thank-you letters
 - Identify and contact both possible and past donors
 - Create overall campaign strategy (number, timing,

delivery methods)

- Create campaigns through social media, email, and website, as well as an annual mailing
- Utilize Bloomerang donor-tracking software
- Sponsor recruitment & relations for 2 annual Fundraising Events (ForePaws! Disc Golf Tournament and Pets & Pearls Gala):
 - Set sponsorship levels with corresponding benefits
 - Create sponsor letter and brochure
 - Identify, contact and cultivate both possible and previous sponsors (email/ phone calls)
 - Work with individual board members on their sponsor prospects, if needed, including handoff for follow-up
 - Negotiate with sponsors for in-kind donations
 - Get web and print corporate logos for inclusion in website, signage etc.
 - Get event marketing materials to sponsors for distribution
 - Thank sponsors
 - Attend industry and social events to meet and socialize with previous, current, and possible sponsors
- Grants
 - Identify grants and work with board to apply for grants