



# SHETEK

## LUTHERAN MINISTRIES

### **DEVELOPMENT DIRECTOR**

The position of Development Director requires a person who is eager and able to join the rest of the staff at Shetek Lutheran Ministries in an open, caring, loving and cooperative ministry whose purpose is to serve campers, retreaters and guest in the Name of Jesus Christ on behalf of the congregations that own and operate the camp.

### **OVERVIEW OF POSITION**

To raise the gift funds needed to continue Shetek Lutheran Ministries Program; to plan with the Executive Director annual and long-range fund raising goals; to inform various constituencies about the excellent camping and retreat programs of Shetek Lutheran Ministries and of the need of support.

### **RESPONSIBLE TO**

The Executive Director of Shetek Lutheran Ministries.

### **QUALIFICATIONS**

1. Believe in the mission and ministry of Shetek Lutheran Ministries
2. Have strong telephone and computer skills
3. Have strong personal skills for relating to staff, volunteers, and donors personally and on the phone
4. Positive "people" person
5. Self-starter and well-organized. Able to maintain schedules, plan, organize and complete tasks on time
6. Willingness to arrange visits and travel
7. Willingness to accept challenges
8. Willingness to seek gifts from groups & individuals through a variety of means including personal visits, to receive them graciously, and to produce appropriate acknowledgments.

### **RESPONSIBILITIES**

#### **1. Correspondence and Recordkeeping**

- A. Send Thank You notes within 1 week to anyone making a donation to Shetek (make sure acknowledgements are sent, whether by Development Director, Retreat Coordinator or Executive Director) - Annual Fund: Memorials, Congregational support – per baptized member, Women's groups gifts, special gifts, individual gifts, Timber gifts, Pelican gifts, matches & grants, Endowment Fund gifts, possibly help with campaign gifts, as needed
- B. Maintain donor lists – working with Office Administrator
- C. Generate reports, as needed, for Executive Director and/or Board
- D. Create Thanksgiving and Christmas cards to send to Timber/Pelican supporters to thank them for their support
  - a. Send Thanksgiving card by Nov. 20

- b. Send Christmas card by Dec. 15
- E. Maintain records of donor visits in Campwise, updating whenever a visit occurs and working with the Executive Director to plan and schedule regular visits with donors
- F. Create/maintain a binder for Quilt Auction donations
- G. Create (working with Executive Director and possibly a fundraising consultant) and send a Christmas ask letter to all donors by Dec. 5
- H. Create/maintain a binder for Christmas ask letter for recordkeeping
- I. Create the "SIGNAL" newsletter, working with the designer at the "Headlight Herald", which is possibly sent to donors, board members, parents of campers and alumni, depending on who is targeted.
  - a. Get articles, information to designer by Feb. 15 for spring edition to be mailed in March and by Sept. 15 for fall edition to be mailed in first week of Oct.
- J. Correspondence with current camp representatives and thanking them for their support and participation in the ministry
- K. Thrivent Choice letter/postcard to supporters, several times a year, possibly in Feb. June, Sept and Dec.

## **2. Administrative**

- A. Coordinate on an ongoing basis, all aspects of the production of Annual Fund programs, including but not limited to:
  - a. Phonathons?
  - b. Asking letters
  - c. Volunteers, shared with office administrator
  - d. Special projects - with congregations, women, men, VBS/SS, grants
  - e. Pelican/Timber Events - banquet, etc.
- B. Work with Executive Director to develop plans annually for fundraising efforts
- C. Set a goal for Annual Fund every year
- D. Write a report for Board, prepared at least a week before each scheduled Board meeting
- E. Attend annual meetings
- F. Plan/set up/attend meetings with quilt auction committee
- G. Keep accurate computer and hard copy records
  - a. Back up files weekly
  - b. Keep binders for events, etc. up to date with current info.
- H. Create report in January for Annual Meeting in February
- I. Assist in visiting member congregations with materials/posters, etc.

## **3. Promotional/Visits**

- A. Donor visits – set appointments and visit donors, average at least 4 visits a month, record the visits in Campwise, coordinate with Executive Director
- B. Attend women's spring conferences in April (Crossroad, Shetek and Prairie conferences) – be available to speak and have a SLM display – have Quilt Auction and Women's Retreat information ready to pass out at conferences
- C. Promote Quilt Auction – posters, phone calls, emails, post cards, etc.
- D. Website – check events and update at least 2 times a month
  - a. Make sure Quilt Auction is on the website by April 15

- b. Make sure Golf Tournament is on the website by April 15
- E. Create and prepare promotional packets for congregations
- F. Assist in preparing display and in staffing booth at Murray County Fair in Aug.
- G. Work with publishers and Executive Director and other staff in creating/designing promotional brochures
- H. Email/mail CANEWS to all member congregations by the 10<sup>th</sup> of every month for the following month, for instance, send the Feb. CANEWS by Jan. 10<sup>th</sup>
- I. Prepare and arrange for council visits by staff in Oct./Nov./Dec. – keep records of visits and budget planning forms returned from council visits
- J. Plan and coordinate Estate Gift Planning Seminars, arranging for speaker, site, promotion and meal
- K. Produce at least “bi-yearly” newspapers – “SIGNAL” to be sent in March and October
- L. Work with Executive Director and Program Director to coordinate marketing efforts

#### **4. Events**

- A. Pelican/Timber cookout – July
- B. Golf Tournament – Monday before the Quilt Auction – see Development Dir. Event Checklist
- C. Quilt Auction – last Saturday in June – see Development Dir. Event Checklist
- D. Shetek Conference of the WELCA – Saturday in Sept. – see Development Dir. Event Checklist
- E. Lutefisk Supper – 1<sup>st</sup> Sunday in December – see Development Dir. Event Checklist
- F. Volunteer Luncheon/Recognition – April

#### **5. Other Duties as needed**

- A. Assist Executive Director/Program Director (when needed) in attending organized gatherings for promotional purposes
- B. Help with other ministry events whenever needed

#### CAPITAL CAMPAIGNS - MAY APPLY

Work closely with the director and consultant on all aspects of a capital appeal -  
 To include: Make appointments; Arrange meeting sites; Assist with design/preparation of materials; Prepare, arrange, materials, packets; Mail preliminary materials; Manage all records, reminders etc.; Mail as needed; Willingness to make team asking visits; Follow up visits, calls, other duties as needed.