KRA's - Development & Events Director

Take the City Inc.

Our mission is to unify and mobilize the Body of Christ to see entire cities revitalized.

Name: TBD
Reports to: Andrew
Hours: Full-time (40)

Role Objective
The primary objective of this position is to: Serve the vision of Take the City by helping to drive growth, raise awareness and funding for the organization, and lead events. This position directly reports to the Executive Director and to the Board of Directors.

Desired Outcomes for the Development & Events Director Role:
- ➔ TTC is seen as an effective missional organization, worthy of donor dollars
- ➔ TTC is sufficiently funded to fulfill our missional objectives and provide competitive compensation
- ➔ TTC manages multiple profitable Kingdom businesses
- ➔ TTC events are well known, well attended and are missionally aligned

1) HHOP/Prayer (4 hrs/wk) D_
We reach our city from the place of prayer. The work is done first in prayer, fueling all that we do. We will pray in our funding, and pray in the impact of our events. Lead 2-3 prayer initiatives each week such as:

1. Serve as a Prayer Leader in a 1-hour prayer set each week.
2. Join the team for weekly corporate prayer.
3. Go on a prayer walk each week, with at least one other person, in the 2nd Ave community or other strategic areas in the city.

Keywords for this KRA:
- Priority, Earnest, Strategic, Targeted

2) Development (28 hrs/wk*) D_
*significantly less prior to an event
Oversee all fundraising, donor development, grants, fundraising campaigns and events, local community development efforts and help offer insight and energy for our businesses.

1. Develop **Monthly Partners** and **Major Donors**
    a. Organize Mailouts/ email campaigns (2x per year)
    b. Identify local businesses and donor connections
    c. Regularly meet with potential donors
    d. Identify corporate partnerships
    e. Pursue United Way and Columbus partnerships

        f. Implement a system to track donor contacts and conversations
2. Host fundraising events
3. Identify high potential **Grant proposals** and provide oversight for these projects
4. Regularly book **speaking engagements** at local churches and events, sharing the vision and work of TTC, inviting people to support and get involved.
5. Ensure **donor due diligence**:
    a. We offer multiple ways to give, and make it easy
    b. We look at donors as investors and provide information and reporting
    c. We protect donor confidentiality and information
    d. We provide timely receipts of giving
6. Business development - **Harvest Coffee**
    a. Advise manager on strategies to improve profitability
    b. Create systems
    c. Offer ideas on marketing
7. Business development - **Beautifully Made Creams**
    a. Relaunch business
    b. Achieve grant to hire women after completing programs
    c. Replace products in cafe and other partner stores
    d. Build a viable online business for women from Redeem to help send products and manage.
8. Business development - be on the lookout for other Kingdom business **ideas**

Keywords for this KRA:

- Integrity, Relational, Stewardship, Follow-through, Honor, Faith

3) Events (2 hrs/wk*) D_

*significantly more leading up to the event

Build a team and lead the planning and execution of TTC Fundraising and Outreach Events with high levels of excellence. Events range from small events like a Harvest Night to large scale events like Revival on the River.

1. Help create a **strategic annual plan** for fundraising/appreciation event(s) and opportunities for public awareness/promotion of the gospel movement in Columbus. Events include:
    a. **Harvest Nights** - Open up for these events, engage attendees, promote opportunities to get involved and give...
    b. **ROTR** - make this an annual tradition in the Chattahoochee Valley, a unifying event with a solid reputation, sponsors don't want to miss out...
    c. **End of Year Fundraising Event** - create a value-added appreciation and fundraising event for our key donors and partners...
2. Identify an **event creative team**, lead team and meetings
3. Put in place **event planning timelines** and **action item lists**
4. Work with the team to design **event schedules** and **assign responsibilities** - ensure each event has the appropriate elements, such as: worship, key speaker, testimonies, creative fundraisers, engaging elements...

5. Ensure **excellence** of events in all areas:
    a. table decor, room set-up, attendee gifts, etc. as appropriate
    b. food and beverage arrangements are in place, if applicable
    c. audio/visual needs are in place
6. Make a **budget** for the event - track expenses and secure event **sponsors** as needed
7. Oversee all **promotions**, communication and social media for these events
8. Identify specific, written **goals** and **track metrics** from each event

Keywords for this KRA:

- Strategic, Excellent, Creative, Unifying, ROI

4) Admin, Reporting & Development (6 hrs/wk) D_

1. Attend scheduled 1-on-1 and TTC Staff Meetings:
    a. Monthly Meeting with CEO
    b. Weekly Staff meeting (1hr)
    c. Weekly Directors Meeting (1hr)
2. Reporting
    a. - Send an *Development Monthly Report* to leadership:
        i. Number of development meetings with potential donors
        ii. New donors on board
        iii. Amount of new monthly or one-time funding
        iv. Status of previous and current grant applications
        v. Events status - upcoming and past events (planning status of upcoming, metrics of past: attendance, dollar amount raised...)
    b. Send reports to Foundations for existing grants (Check monthly for needed reports to be sent)
3. Write a monthly donor appreciation blog post for TTC
4. Manage work emails and texts/phone calls
    a. Respond to emails within 3 days, phone calls within 24 hours, texts/GroupMe same day
5. Allocate up to 4 hours per month for ongoing development and learning from relevant ministries and resources
6. Credit Card - Turn in all receipts and classify receipts for accounting department

Keywords for this KRA:

- Diligent, Timely, Professional

2024 Goals:

- Lead and execute Revival on the River - 2500 ppl attendance - Raise $15k for event
- Raise $2,000/ month in new partnerships
- $100,000 in grants accepted for programs and growth
- $50,000 year end campaign
- Plan a Year end Celebration event
    - ...