



**Development Director  
Stamford, Connecticut**

ABOUT: Laurel House <https://www.laurelhouse.net> is a 501(c) (3) nonprofit organization that helps individuals and families achieve and sustain mental health to lead fulfilling lives in the community. Founded in 1984, Laurel House was created to respond to the de-institutionalization of people with serious mental illness who found themselves thrust into communities without adequate resources to sustain their well-being. Laurel House has built strong relationships and trust with families in the surrounding communities by focusing on social inclusion, early intervention, and recovery. These are the three pillars of their core purpose.

Laurel House's success over the past 38 years has led to its expansion to eight communities in southern Connecticut. This year marked its service to 850 individuals through a portfolio of evidence-based programs called Resources to Recover. Among the programs are: Supported Education, Supported Employment, Thinking Well (Cognitive Remediation), Supportive Housing and Community Support, skill building and wellness workshops. In 2014, Laurel House launched [www.rtor.org](http://www.rtor.org) (for Resources to Recover), a free service that connects families with expert treatment and provides responses by phone or email for help. Most recently, [www.rtor.org](http://www.rtor.org) received more than 2,400 requests for its personalized services. Since its inception, [www.rtor.org](http://www.rtor.org) has provided information to more than 3.8 million unique visitors with 1.1 million of those in the last year alone.

Laurel House is poised to keep pace with the increasing need for mental health services, amplified by the pandemic. Laurel House has a solid foundation of philanthropic, community and government support, as well as a committed board and CEO who has led Laurel House for 11 years. Increasing and sustaining a level of private philanthropy is a top priority to ensure Laurel House's legacy of high-quality care, while meeting the increased demand for services from individuals and families.

This is a wonderful opportunity to join Laurel House as it continues to grow and expand its services. If you are mission-driven and passionate about helping people achieve their health recovery goals with long-standing experts in the field, we would love to hear from you. The Laurel House culture values inclusion, equity, and mentorship for professional development. They practice it every day with those who seek their help and with their professional staff. Laurel House earned four out of four stars on Charity Navigator signifying donors can give to this nonprofit with confidence.

SCOPE OF THE ORGANIZATION: Laurel House employs 27 individuals, including clinical staff. It is a dedicated and collegial group of people. The Development Department is staffed by a Development Associate, and the Development Director (this position). Currently, \$1 million is raised annually with the potential and aspiration to increase funds raised annually from a strong and growing base of individual and institutional donors and prospects. The Board of Directors is composed of nine members from businesses, the community, and mental health field. The Advisory Board is composed of clinical experts, including psychiatrists, psychologists, and licensed clinical social workers.

POSITION: The Development Director works closely with the President and Chief Executive Officer to develop and implement a comprehensive multi-year fundraising plan. The plan includes strategies and programs for: cultivation of new individual, major gift, corporate and foundation donors, sponsors, and partners; retention of existing donors; fundraising (annual and special campaigns); grant writing; and management of the annual fundraising event.

The Development Director oversees the efficient and timely performance of the Development Department. He/she coordinates all day-to-day development operations, including supervision of the Development Associate; oversight and use of Salsa CRM system and donor reporting (training is provided as needed); production of communication materials, including an annual report; meeting grant application and reporting deadlines; timely communication with constituents, including an annual appeal; and recruitment and coordination of volunteers for event activities. The Development Director also has ongoing use of retained marketing contractors for: design and production of collateral materials; social media; website development; video production; as well as A/V support for the annual signature fundraising event.

REPORTS TO: The Development Director reports directly to the President and Chief Executive Officer and works closely with the senior management team including the Chief Financial Officer and Laurel House's Vice President and rtor.org Editor in Chief.

RESPONSIBILITIES:

- Work in partnership with the CEO and independently to build the donor base, acquire new donors, and steward and upgrade current donors to meet revenue goals.
- Oversee timely update of donor information in Salsa CRM system, production of thank-you communications and donor recognition, and periodic reporting on donor database.
- Help plan and execute an effort to increase and steward business partnerships with Laurel House, identifying, cultivating and soliciting business sponsors for the annual spring fundraising event, for direct service programs, and for [www.rtor.org](http://www.rtor.org).
- Serve as an ambassador for Laurel House, arranging for and leading tours of the facility for prospective individual, corporate, and foundation donors.
- Assist with grant applications to foundations, as needed, to support direct service programs and new initiatives identified by the senior management and clinical team.
- Create and utilize integrated direct marketing and social media tools to communicate regularly with donors and prospects.

- Review and track Development results by segment (e.g., individuals, grant funding, major gifts, corporate, events) to compare actual to budget and address shortfalls.
- Coach and develop skilled support team, providing daily direction to the Development Associate and integrate the use of volunteers into Development's outreach where possible.
- Assist senior management in annual budgeting and planning process for fundraising.
- Work closely with marketing and website contractors to oversee and execute marketing and collateral materials, including Annual Report.

HOURS and WORK LOCATION:

Full time in the Stamford, CT office and the lower Fairfield County marketplace. Work-from-home available one day per week with additional flexibility as needed. Some evening work to participate in Fairfield community events and activities. Fridays are in-office days for the entire team, with early departure for staff that day.

KNOWLEDGE AND SKILLS REQUIRED:

- Minimum 3-5 years' experience in fundraising or related marketing field.
- Bachelor's degree required; relevant Master's degree a plus.
- Strong interpersonal and communication skills.
- Excellent writing skills necessary to personalize solicitation letters and gift acknowledgements, as well as produce clear and effective email communications.
- Demonstrate knowledge of Development operations in a nonprofit organization.
- Technologically proficient with success in implementing digital marketing and the effective use of social media.
- Knowledgeable of network of individual and business contacts in Fairfield County.
- Experience in developing and managing budgets.
- Well-organized, attentive to detail, and timely follow through.
- Proven ability in project and special event management.
- Experience managing volunteers is a plus (e.g. for assistance with annual fundraising event)
- Personal qualities of integrity and compassion for those Laurel House serves.

Salary: Annually, \$110,000 - \$120,000

To apply for this position **please send your cover letter and resume before August 31, 2022** to The Development Consulting Group at: [search@thedevconsultgroup.com](mailto:search@thedevconsultgroup.com).

*Laurel House is an equal opportunity employer. Laurel House and [www.rtor.org](http://www.rtor.org), a free service of Laurel House connecting families to expert mental health treatment, are committed to the advancement of racial equity and social justice, and to making mental health services accessible to all.*