

Fitness Forward Fundraising / Development Director
San Francisco, CA

Start Date: February 17, 2010

Organization Overview: Fitness Forward is a 501(c)(3) non-profit organization whose mission is to Lead Youth to Live Well. Integrating scientifically grounded evidence, web-based technologies, and targeted social marketing, we aim to reverse the dangerous rise in childhood obesity, diabetes, and mental illness. We envision a day when all children, regardless of background or circumstance, will grow up with the knowledge, motivation, and tools to live healthier, happier lives. Currently, D2F reaches thousands of children in MA, NC, ND, PA, OH and AL public schools. Evaluations in NC and MA demonstrated that children who participated in D2F (1) became more physically active, (2) ate more fruits and vegetable, (3) had less overall screen-time, (4) drank less sugary beverages, (5) were less likely to get too little sleep, (6) and were more confident in knowing how to live a healthy lifestyle. Notably, most kids report Mom or Dad is their hero, and, when parents and other role models track their own point, and verify their kids, everyone lives healthier. Now, FF is partnering with other orgs to create comprehensive 'School Playbook' programming to foster major impact in the well-being of children.

Position Overview:

The primary responsibilities of the FF Fundraising/ Development Director are to develop FF's fundraising plan, engage its strong base of fundraising prospects, and execute on the plan and prospects to raise the entire FF budget and prepare for future growth. The FF Fundraising/ Development Director will report to the FF Executive Director and work closely with the FF boards.

Salary and Benefits

Competitive and commensurate with experience.

Responsibilities

The FF Fundraising/ Development Director will:

- Develop FF's fundraising plan by:
 - Reviewing best practices from other organizations and the field
 - Designing specific strategies for foundation, corporate, venture philanthropy, individual, and public funding sources
- Engage FF's strong base of fundraising prospects by:
 - Researching FF's existing prospects
 - Designing stewardship strategies for prospects
 - Maintaining FF's Salesforce database
- Executing on the plan and prospects by:
 - Writing grant proposals and building relationships with foundations, corporations, and venture philanthropy
 - Making asks of existing individual prospects
 - Generating leads for, pursuing, and closing individual fundraising prospects
 - Leveraging the Executive Director on highest priority fundraising goals for his engagement
 - Pursuing public funding opportunities as they arise
- Assist the Executive Director by:
 - Working on special projects as needed

Qualifications

Fitness Forward is looking for someone who:

- Is committed to the FF mission
- Has a Bachelors degree or further degree
- Has strong writing and editing skills
- Has excellent organizational skills and is extremely detail-oriented