



**FAMILIES  
TOGETHER**  
a PLM organization

# Director of Development & Communications Position Announcement

August 15, 2024

To apply, please click [HERE](#).

Salary: \$90,000 - \$105,000 plus benefits

**Applications requested by September 20, 2024  
and accepted until the position is filled.**

## The Opportunity

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Families Together, a non-profit based in Raleigh, North Carolina, seeks a dynamic, mission-driven, experienced leader with a proven track record as its next Director of Development and Communications. The organization is at an important inflection point and well-positioned for growth. This is an exciting opportunity for a seasoned professional to lead fundraising efforts that will support Families Together's expansion in response to increasing homelessness and housing insecurity. The Director will be passionate about the cause, team-oriented, and work in partnership with the Executive Director in setting a strategic direction for fundraising and carrying out and expanding the organization's fundraising and outreach efforts. These efforts include major gifts, corporate and government grants, special events, and annual fundraising. The organization is also considering a capital campaign in the near- to mid-term and seeks a Director who will take a leadership role in the process. The Director will also oversee the organization's strategic marketing and communications to build public awareness and leverage volunteer support. The Director will lead a dedicated team of three full-time employees in carrying out these efforts.

## The Organization

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Established in 1980 as Pan Lutheran Ministries, today, Families Together is a diverse, community-based nonprofit and one of the largest in our community solely dedicated to ending family homelessness. The organization's mission is to assist families with children in transitioning from homelessness to sustainable housing and stable homes through a combination of direct support and advocacy. The organization takes a hybrid strategic approach to a growing, complex problem by employing multiple housing and service models, developing and owning housing stock, and advocating with allied organizations to change policy and practice. **Their fundamental belief is that every family deserves a home, and children should never have to wonder where they will sleep at night.**



Families Together operates an emergency shelter that, in 2023, served over 50 families and manages a rehousing program that assisted over 60 families in securing permanent rental housing. It also owns and operates a property portfolio that includes bridge and permanent rental housing, and it provides ongoing support through a team of Mentor Advocates who provide case management, specialized support services, and connections to community resources. In 2023, Families Together served over 700 individuals and reported a 94% success rate for families that obtained permanent housing with Families Together assistance.

Families Together’s core values are Care, Trust, Advocacy, and Transformation. The Board has adopted a statement that asserts that “racial equity for families in North Carolina will be achieved when race and ethnicity no longer predict the outcome of a family’s housing future.”

Families Together is led by an active and engaged Board of Directors comprised of dedicated community volunteers, including a program graduate who has experienced homelessness. The organization employs a staff of 17 full-time and three part-time employees. This team is supplemented by a cadre of 400 volunteers. In 2023, the operating budget was approximately \$2.7 million, 50% of which came through private philanthropic support. You can learn more about Families Together at their website: [www.familiestogethernc.org](http://www.familiestogethernc.org)

### **Volunteers and Donors**

A community of volunteers and donors helps make the feeling of home a reality for our families. From church and corporate groups to motorcycle and book clubs, our volunteers make a difference in keeping our property and programs thriving alongside our dedicated staff.

The volunteers and donors are an integral part of Families Together, and the Director will establish strong and lasting relationships that will grow over time. In 2023, the team achieved the results in the infographic below.



	<p><b>EMERGENCY SHELTER</b> <b>55 Families</b></p>		<p><b>LEASES SIGNED</b> <b>66 Families</b></p>
	<p><b>SHELTER ACCOMMODATIONS</b> <b>22,177 Bed Nights*</b></p>		<p><b>ONGOING HOLISTIC SUPPORT</b> <b>80 Families</b></p>
	<p><b>FAMILIES TOGETHER PROPERTIES</b> <b>9 Families</b></p>		<p><b>TRANSITIONING FAMILIES TO HOUSING</b> <b>80% Successfully Housed</b></p>
			<p><b>LONG-TERM HOUSING SUCCESS</b> <b>94% Success Rate</b></p>

Families Together (FT) provided urgently needed shelter for families with children experiencing homelessness, ensuring they remained together in a secure environment, engaging with our mentor advocates while seeking permanent housing.

Housing navigation services and assistance with skyrocketing rent and utilities facilitated the transition of families from area shelters to permanent housing with leases in their own names.

FT expanded shelter capacity, offering individual family members a safe and warm bed for extended periods. \*One night of shelter for one person equals one bed night.

Mentor Advocates collaborated with each family for up to 12-18 months post-lease signing, providing case management, specialized support services, and connections to community resources.

The FT property portfolio, including Bridge Housing, Transitional Housing, and Affordable Permanent Rental Housing, provided a response to our community's shortage of affordable housing for extremely low-income families.

Despite the mounting housing crisis, 3 out of 4 families enrolled for Rapid Rehousing support obtained permanent housing.

Housing stabilization support for up to 12-18 months aided the vast majority in achieving successful housing outcomes.

## The Position

As a member of the Families Together leadership team and in partnership with the Executive Director, the Director of Development and Communications will be responsible for planning and carrying out the organization's resource development and communications strategies, leading donor engagement, conducting donor research, facilitating stewardship, and assisting with board development and engagement. Private support comprises approximately \$1.3 million of the organization's \$2.7 million annual operating budget. Since 2015, philanthropic dollars have increased threefold from \$440K to \$1.287M, with most of that growth occurring in the past five years. Contributions from individuals have increased 10-fold. The Director will bring new energy and expertise to grow our diversified support base to achieve the organization's strategic goals. The Director will also provide leadership in exploring a possible capital campaign and oversee government, corporate, and foundation grant writing. The Director will supervise a team of three full-time staff (the Development Manager, the Communications Coordinator, and the Volunteer and Outreach Coordinator) and engage the team in meaningful development opportunities to foster growth. This is a hybrid workplace position with a minimum of two days in the office

## The Location

The City of Raleigh is the capital of North Carolina, home to several colleges and universities, as well as abundant arts, culture, and recreational opportunities. Fueled by an impressive mix of education, ingenuity, and collaboration, Raleigh and the surrounding "Research Triangle" region routinely rank

among the nation's best places to live, work, and play. Home to more than two million people, the Research Triangle Park has attracted hundreds of companies to the region, helping to make it the largest research park in the United States. Perfectly positioned midway between the coast and the Appalachian Mountains, the Triangle offers residents a beautiful place to call home. And while the region continues to grow and offer a superior quality of life, the cost of living remains reasonable relative to comparable cities.

## Core Responsibilities

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The Director of Development and Communications will work with the Executive Director, organizational leadership, and the Development and Communications team to develop and implement a comprehensive development strategy to include individual, foundation, corporate, faith group, and government funding sources with a focus on the following areas:

### Donor Cultivation/Stewardship

- Assume leadership in the cultivation and solicitation of individual donors, foundations, faith groups and corporations/businesses, build strong, positive relationships for the organization, and support the stewardship of existing funders to ensure their continued/growing support;
- Manage a portfolio of major gifts donors (\$5,000+), developing and implementing individual stewardship plans;
- Develop and ensure implementation of donor programs such as Corporate Partner, Community Leadership Circle, and Sustaining Donors. Manage recognition benefits to ensure timely and accurate fulfillment;
- Represent and promote Families Together, its mission, programming, and ideals in community and partner events; and
- Serve as the key staff member on the Development Committee, partnering with Board-level committee members to set fundraising priorities and strategies and providing regular reports at Board meetings.

### Annual Fund and Campaign Management

- Evaluate and develop new annual fund strategies to achieve a growing, consistent base of support;
- Provide support for the Development Manager in planning and executing Fall and Spring Campaigns;
- Support the involvement of board members through regular communication, including analysis, surveys, and progress reports;
- Support the Executive Director in identifying and soliciting potential match funders in support of Triple Impact Match Days;
- Collaborate with the Executive Director and the Development Committee to establish campaign goals and aims; and
- Lead Development Team in developing and preparing campaign materials and event schedules in support of campaign goals.

### Grants and Foundation Relations



- Establish, maintain, and nurture relationships with Foundation representatives to ensure ongoing support from existing partners and create new partnership opportunities;
- Oversee development of robust grants calendar and work with Development Manager and others to ensure timely submission of proposals;
- Support grant development with prospect research;
- Provide guidance in grant development for government submissions;
- Contribute to the ongoing maintenance of grant boilerplate language and grant attachments; and
- Work with the Development Manager and management team to identify the strategic, programmatic, and tactical needs that may be appropriate for grant support.

### **Marketing, Community Outreach, and Digital Communications**

- Work with the Development Manager on developing and executing Families Together’s marketing strategy;
- Work with the Communications Coordinator to plan and implement a social media calendar;
- Establish, maintain, and nurture relationships with local media outlets to ensure appropriate exposure in local media;
- Work with Volunteer and Outreach Coordinator to coordinate and support increased visibility and impact of Families Together in the community;
- Provide guidance and support to Volunteer and Outreach Coordinator in planning and implementing special events;
- Promote learning, experimentation, and growth of digital communication techniques, practices, and policies.

## **Required Attributes, Skills, and Qualifications**

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The Families Together Director of Development and Communications must share a passion for ending homelessness and a commitment to the mission and the diverse clients they serve. In addition, they should possess a variety of attributes, including the following list:

- Bachelors’ degree preferred or equivalent experience in appropriate field considered;
- At least seven years’ dynamic responsibility in development leadership, with significant success in individual, corporate, and planned giving, stewardship, grant-writing, major gifts, and events;
- Experience supporting board activities related to the development function;
- At least three years’ significant supervisory experience, including crafting and managing budgets and successfully leading a team to achieve short- and long-term objectives;
- Demonstrated success in securing major gifts, including cultivation through solicitation and stewardship, and experience in annual giving strategies;
- A thoughtful and innovative leader skilled in integrating modern advancement-related functions such as relationship-driven fundraising strategies;

- Demonstrated ability to work in concert with the Executive Director on strategy as a top advisor, knowing when to engage the Executive Director to close a major gift;
- Demonstrated ability to work with external partners, including community and government leaders;
- Excellent communication skills (written and oral);
- Respectful and insightful consensus-building;
- Skilled at setting and assessing goals, with agility to pivot when vital to ensure Families Together's long-term sustainability; and
- Demonstrated ability to extract, analyze, and present data to support quality decision-making.

### **Schedule/Location**

- Full-time, salaried position
- Hours are 8:30 am - 5:00 pm Monday - Friday; occasional evenings and weekends will be required.
- Families Together Office - 908 Plainview Drive, Raleigh, NC 27610
- Shared office environment
- ADA-compliant office setting
- Regular local travel is required; must have a clean driving record and ability to drive personal and agency vehicle for work related activities.
- Hybrid position with minimum of two days a week in the office

## Compensation

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Families Together is committed to attracting extraordinary leaders for this position through a compensation package that includes a competitive salary in the range of \$90,000 - \$105,000 and a generous employee benefits package that includes health benefits, paid time off, paid holidays, and a 403b retirement plan. Families Together offers a hybrid work environment, providing an improved work-life balance for employees.

## Racial Equity Commitment

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As a provider of housing support in Wake County, NC, Families Together commits to identifying and dismantling racial inequities and to providing equity-based support so that our most vulnerable families can achieve their full-potential. This commitment to racial equity that asserts equity will be achieved for families in North Carolina only when race and ethnicity no longer predict the outcome of a family's housing future. All employees and Board members of Families Together are expected to actively embrace this commitment. You can find the full Racial Equity Commitment on the Families Together website at <https://familiestogethernc.org/racialequity>

**To Apply:** Please send a cover letter and resume in one attachment by September 20, 2024, by applying [HERE](#). Applications will be accepted until the position is filled.

**Questions:** Send email to [familiestogethersearch@mossandross.com](mailto:familiestogethersearch@mossandross.com)

Families Together  
908 Plainview Drive  
Raleigh, NC 27610

<https://familiestogethernc.org/>