Director of Development
The Trace is building the only team of reporters and editors exclusively dedicated to covering our country’s gun violence crisis. As a nonprofit news organization, it uses the power of journalism to improve public understanding, increase accountability, and identify solutions that can lead to safer homes and communities for all.

The Need

Every year in our country, a firearm is used in nearly 500,000 crimes, resulting in the deaths and injuries of more than 110,000 people. Shootings devastate families and communities and drain billions of dollars from local, state, and federal governments. Meanwhile, the problem of gun violence has been compounded by another: the shortage of knowledge about the issue.

The Trace believes that when an issue is shrouded by a knowledge gap, journalism can be a big part of the solution. As a non-profit newsroom, The Trace is able to dedicate itself to in-depth reporting that doesn’t let up after the latest high-profile shooting leaves the front pages.

Supporters

The Trace is committed to transparency in every aspect of funding. The organization relies on support from individuals, organizations, and foundations to help with general operations, coverage of specific topics, and special projects.

Editorial Independence

The Trace maintains a firewall between news coverage decisions and all sources of revenue. This separation ensures that financial support does not present a conflict of interest for journalism or compromise The Trace’s editorial independence.
During these uncertain times, The Trace’s stories are making a difference and its financial support has remained steady. As The Trace enters a period of critical growth, the organization is looking for a talented Director of Development to accelerate fundraising.

The Trace has a main office in Brooklyn, a small bureau in Chicago, and additional staff in Washington DC, Baltimore, Seattle, San Diego, and Charlottesville, Virginia. The Trace’s 20 employees around the country have been working from home during the pandemic, with some teams planning to return to in-person collaboration on a hybrid schedule this Fall. There is a strong preference for this position to be based within reasonable distance of Charlottesville, Virginia – where the Managing Director is located – but candidates throughout the continental U.S. will be considered.

In this new role, you’ll collaborate with The Trace’s Managing Director in establishing and expanding revenue programs essential to long-term sustainability and impact, with an emphasis on major giving and reader donations. Ideally, you have both a track record of raising funds for mission-driven organizations and a familiarity and comfort with the logistics of non-profit development.

As The Trace’s Director of Development, your core responsibilities will include:

**Launching and directing a major giving program.** To date, The Trace has been funded mostly by grants from institutional donors. In partnership with the Managing Director, you’ll develop a strategy for steadily increasing the share of the $3.9 million operating budget funded by major gifts over the next three to five years. Working from an initial list of verified prospects, you’ll facilitate the outreach, relationship-building, and requests that increases revenue from individual supporters. As the major gifts program gains momentum, you’ll identify and research new prospective donors and help add them to the growing community of patrons.

Search conducted by Development Resources, inc. www.driconsulting.com
Expanding the membership program. Hundreds of The Trace’s most loyal readers help to sustain the newsroom’s journalism by making one-time or recurring donations. You’ll organize the digital marketing and email campaigns that lead to new members (some of whom may turn out to be major giving prospects) and renewals and ensure every gift is promptly and warmly acknowledged. You’ll also work with the Managing Director, newsletter team, and membership consultants to expand the membership funnel and improve key conversion and retention metrics.

Building the donor database and tracking key development metrics. The Trace uses Salesforce as its CRM for reader-donors and Airtable for grant prospects, so familiarity with each or an ability to learn those platforms quickly will be key. You’ll also create systems for regularly tracking progress toward fundraising and revenue goals, such as fundraising contacts and requests completed; percentage of prospects converted; first-time donors and revenues from new sources; and renewals.

Coordinating with the successful grants program. Over the past two years, The Trace’s grants team has helped earn the support of dozens of major national and regional funders. You’ll contribute to the continued growth of grant revenues by linking grant applications and foundation targets to overall development strategy and priorities while coordinating with the Managing Director and other colleagues to track the progress and outcomes of grant-funded projects.

Maintaining the master fundraising calendar. By integrating deadlines and key dates for grant proposals and reports, major giving, membership drives, conferences, donor correspondence, board meetings, and other relevant events, you’ll ensure The Trace never misses an opportunity and focuses capacity on the highest priorities.

Search conducted by Development Resources, inc. www.driconsulting.com
Requirements

❖ Excellent communication and writing skills, with an ability to connect with people virtually, in-person (once safe to do so), and in deftly composed letters and emails.

❖ An understanding of the public benefits that journalism provides, a commitment to The Trace’s unique mission, and a talent for conveying the importance of non-profit media to new prospects, stakeholders, and audiences.

❖ An ability to adapt to respond to new opportunities or needs while remaining organized.

❖ Project management, data management, basic spreadsheet, and online research skills.

❖ 5+ years of related experience and success. (We’re defining these broadly — if your work has involved helping organizations grow, cultivating business relationships, using your communications skills to achieve your goals, and fruitful collaboration, we encourage you to apply.)

The salary range is $100,000 to $125,000, depending on the candidate’s experience, past fundraising achievements, and location. This full-time position includes no-cost medical, dental, and vision insurance; 12 weeks of fully paid family leave; a 401(k) with employer matching; four weeks of vacation time, plus 10 sick days and a holiday week in December; professional development resources such as funding to attend conferences; and wellness initiatives such as early summer Fridays.

All of the attributes and interests listed here won’t apply to all candidates. If you think you’d be a great fit and have skills and qualifications not mentioned in this listing, we encourage you to submit an application and tell us why you’d thrive in the role.

Search conducted by Development Resources, inc. www.driconsulting.com
All first-round interviews for this position will take place via video chat with Development Resources, *inc.*

DRi is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

The Trace is committed to diversity, equity, inclusion and belonging and strongly encourages applications from women, people of color, people with disabilities, and LGBTQ+ people.

Search conducted by Development Resources, *inc.* [www.driconsulting.com](http://www.driconsulting.com)