



**Crooked Tree Arts Center**  
**Regional Development Manager - Petoskey**  
**Position Description**

The **Regional Development Manager - Petoskey** (RDM) of Crooked Tree Arts Center (CTAC) is a key contributor to the financial sustainability of the organization and growth of our Petoskey campus. The RDM is responsible for the design and implementation of the fundraising model and the stewardship and growth of our donors, with a focus on the Petoskey service area. The RDM collaborates with CTAC staff and leadership to establish fundraising and membership goals, and works to achieve them through soliciting corporate sponsorships, private donors, foundation support, and other community resources.

The fundraising model includes identifying and connecting with new prospects, nurturing and growing established relationships, executing fundraising events, designing and marketing giving opportunities, grant writing, and stewardship.

The RDM will also work to deepen the relationship between CTAC and its members, manage high-level donor benefits, and collaborate with CTAC staff on marketing our giving opportunities and perks.

The RDM position is based in Petoskey, and reports to the President. The RDM will also work closely with the President, Membership Engagement Director, Events Manager, Traverse City RDM, development consultant(s), and other staff, board leadership, and volunteers as needed.

The RDM is a full-time, in-person salaried position. This position is ideal for an outgoing, motivated, and organized person who loves the arts and values working in a pleasant, mission-driven environment. The position will be full-time with some evenings and weekends required for special events. This position is based in Petoskey, with occasional travel to Traverse City.

**The successful RDM will:**

- Support CTAC's mission of *inspiring and enriching lives through the arts* and help build CTAC's fundraising capacity in the Petoskey area.
- Have professional non-profit development experience, a passion for arts and culture, and a robust network and knowledge of area funders.
- Be an effective, engaging communicator who can tell our story and make the ask.
- Meet and exceed fundraising and membership goals and objectives.

- Developments partnerships with the business community and other community organizations.
- Maintain records of development activities, solicitations, and outcomes.
- Represent CTAC to prospects and supporters in a professional, personable manner.
- Show strong initiative and support the organization's overall programming and effectiveness.

**Essential Duties and Responsibilities:**

Creates, organizes, and administers the CTAC fundraising model, including year-end campaign, membership drives, support for exhibits, education, and other programming; business sponsorships; special membership categories; and special events in conjunction with appropriate staff and Board committees.

Personally identifies, cultivates, solicits, and stewards major donors, both individuals and institutions. Manages a portfolio of approximately 100 mid and major level donors, members and/or prospects. CTAC defines a major gift as \$1,000 or more.

Oversees the development of an organization-wide annual giving program with the support of the Traverse City RDM, including onboarding new donors, designing renewal materials, and creating strategies to retain and grow existing donors. Creates and implements special programming designed to engage new donors and steward existing members.

Develops and executes special stewardship events for donors of our highest giving levels with the support of events staff.

In collaboration with the President, prepares and submits grant requests, and identifies new grant opportunities. Maintains grant records and contributes to required grant reports.

Designs a Development Work Plan and goals for the upcoming year, in consultation with staff and board leadership.

Manages the implementation of sponsor/donor benefits, e.g. logos, lettering/signage, tickets, and other donor recognition components.

Maintains accurate records including correspondence, pledge data, special event attendees, campaigns, grant proceeds and requirements, donor contact information, and outreach activities.

Secures in-kind contributions and maintains accurate records and reports of in-kind contributions.

Represents CTAC to the business community consistent with the policies of the Board and the expectations of the President and Vice President.

Contributes to print and online pieces including Art News, Society News, renewal notices and thank you letters, the annual report, and more.

Other duties as assigned to support the operational and programmatic needs of the organization.

**Required Skills and Qualifications:**

- 2+ years of relevant professional experience working with/for nonprofit organizations or relevant for profit business experience.
- Experience working with a customer relationship management system and in the Google Suite platform.
- Experience identifying, cultivating, soliciting, and stewarding major donors; both individuals and organizations.
- Experience / knowledge of non-profit fundraising events and campaigns.
- Excellent written, organizational, communication, interpersonal, and presentation skills - engaging, well-spoken and comfortable in front of an audience.
- High level of discretion on ethical approach to fundraising.
- Professional skills and ability to build productive business relationships.
- Aptitude for problem solving and strong critical thinking skills.
- Must be goal-oriented, self-motivated, reliable, detail-oriented, articulate, and poised.
- Demonstrated ability to work independently and with teams of various internal and external constituents.
- Must have a valid drivers license.

**Compensation:**

- Salary range \$50,000 - \$60,000 commensurate with experience
- Health Insurance
- 403 B Retirement Plan
- Short-Term Disability Plan
- Two weeks paid vacation, plus paid time off between Christmas and New Year's Eve and spring break

**How to Apply:**

Email your resume and letter of interest as PDF attachments to CTAC President Megan DeWindt at [megan@crookedtree.org](mailto:megan@crookedtree.org).

**Crooked Tree Arts Center**

Crooked Tree Arts Center is a 501(c)3 nonprofit organization with locations in Petoskey and Traverse City, Michigan. Founded in 1971, CTAC's mission is to inspire and enrich lives through the arts. CTAC offers arts and cultural programming in a variety of areas, including visual arts, ballet, culinary arts, and more.