



JACK LONDON  
**PARK**  
PARTNERS

Search Conducted By



## Development Director

The Development Director leads and executes strategy and cultivates and stewards relationships to ensure stable philanthropic investment in Jack London State Historic Park in the world-famous Sonoma Valley.



## Organization Background

Jack London Park Partners (JLPP) is a highly effective nonprofit that emerged in response to a state budgetary crisis in 2012 that shuttered many state parks. JLPP was born of innovation and need, becoming the first nonprofit organization to take up management of a state park on behalf of the people of California.

JLPP is the outgrowth of the Valley of the Moon Natural History Association, a citizens' group established nearly a half-century ago to support the interpretive needs of three stunning state parks in Sonoma County, including Jack London State Historic Park. JLPP raises funds to advance all aspects of the park, including cultural and recreational programs, educational opportunities, displays, and interpretative signage. Further, JLPP plays a vital role in recruiting and organizing the hundreds of volunteers who support all park functions. Among the organization's recent noteworthy accomplishments are the award-winning restoration of the cottage where Jack and Charmian London resided after acquiring "Beauty Ranch" plus the completely re-imagined House of Happy Walls Museum, which interactively brings the story of Jack and Charmian to life.

JLPP is led by a small and talented professional staff and a

focused and experienced board of directors. The park has a deep and committed pool of volunteers who steward these treasured resources and work to increase the park's visibility and community engagement. Located in one of the most desirable communities in California, the park and environs are a haven for people with a deep love of the outdoors, recreation, fine food, and an extraordinary quality of life.

JLPP has more than doubled its budget in the last few years, which has grown to nearly \$2 million. This reflects the recent expansion of its environmental education programs, enabling thousands of young people to experience the power of nature. JLPP is also in the process of developing a Regenerative Agriculture Exhibit and Outdoor Classroom in the park, which will be supported by a focused capital campaign.

In recognition of JLPP's recent successes, Senator Bill Dodd named it Sonoma County Nonprofit of the Year in 2024 for Senate District 3. The award recognizes JLPP's model of collaboration and stewardship as it protects and restores the park while welcoming visitors to enjoy and explore its beautiful and historic grounds.



## Position Overview

The Development Director will join the Jack London Park Partners team in Sonoma Valley to continue the organization's steady growth by stabilizing its already strong development program to ensure continued fundraising momentum for one of the most successful nonprofit-operated State Parks in California. This is an exceptional opportunity for a seasoned fundraiser and self-starter.

The Development Director will lead and execute comprehensive fundraising strategies and manage a small team. They will work closely with the Executive Director and will be a member of the organization's senior team, where they will serve as a strategic partner to co-create a stable and sustainable operational plan and budget. The ideal candidate must excel at behind-the-scenes management by guiding the board, staff, and volunteers through priority setting, time management, relationship management, execution, and strong coordination with California State Park partners.

The Development Director will support JLPP's growing \$2 million budget by raising \$1.25 to \$1.5 million annually. Candidates should have proven success soliciting individuals and foundations and demonstrate exceptional interpersonal and relationship-building skills. They must be enthusiastic about collaborating with JLPP's established and supportive donor base, including its generous and engaged board of directors. They will also be committed to cultivating new relationships with the donor community in Sonoma Valley.

# Responsibilities



## Strategy and Fundraising Leadership

- Contribute to the organization's overall strategy and board leadership.
- Develop and execute ongoing fundraising strategies and maintain existing donor relationships alongside the Executive Director, board, volunteers, and staff colleagues.
- Implement and continue to grow an effective organizational fundraising plan, including overall forecasting and fundraising to secure \$1.25 to \$1.5 million+ annual revenue goals.
- Work collaboratively with other team members to create customized strategies to bring funding and engagement to priority funding areas.



## Portfolio Management and Fundraising

- Track donor records and other data in the donor management system.
- Work with the Operations and Finance team to ensure accurate gift acceptance, recording, and reporting.
- Develop and implement a planned giving program.
- Manage, supervise, and support JLPP's Development and Marketing Committee to ensure progress is achieved on schedule and in alignment with all other JLPP programmatic and operational priorities.



### Prospect Development

- Work to build and maintain longstanding donor relationships for JLPP, resulting in increased funding.
- Develop and execute a formal major donor/gifts plan, including expanding stewardship efforts to include individual stewardship plans. Ensure current knowledge of each donor and maintain adherence to cultivation steps while guiding each supporter through JLPP's stewardship process.
- Create an extensive portfolio of qualified potential prospects and partners through cultivation events, research, and networking and solicit those prospects.
- Implement development programs and activities to identify, cultivate, solicit, and steward corporations and foundations.

### Collaboration and Leadership

- Collaborate with the Leadership Team, staff, and volunteers on fundraising, special events, and in-kind donations.
- Manage one full-time staff member and task-specific contractors as needed.
- Work with the Programs Team to ensure the use of funds meets the goals and objectives of the grants.
- Develop a fundraising marketing plan in collaboration with the Development and Marketing Team co-chair and PR consultant.
- Prepare high-quality, customized development materials and oversee fundraising communications, including all print, email, and social media.
- Guide and implement JLPP's membership program.
- Execute other duties as assigned to drive and fulfill JLPP's mission.
- Attend meetings, conferences, and events of various foundations, corporations, business groups, and nonprofit organizations.
- Guide the membership and interpretive retail implementation of JLPP's premiums and merchandise program to ensure consistency with branding, adherence to nonprofit regulatory guidelines, and quality product marketing.

Jack London Park Partners works to preserve the historic legacy and natural beauty of the park and create innovative, inclusive opportunities for recreation, education, and joy.



# Desired Experience and Competencies

## Executive Leadership

- Strategic thinker with the ability to contribute to the organization's overall strategy and leadership
- Demonstrated ability to interact directly and frequently with individual donors, corporations, foundations, board members, volunteers, and other constituents at all levels, and ability to build and maintain productive, long-term working relationships
- Ability to manage staff and contractors
- Comfortable working in a team as well as independently and thrives in a dynamic work environment
- Embrace, support, and demonstrate a commitment to diversity, equity, and inclusion
- High ethics, integrity, sound professional judgment, and ability to maintain confidentiality with tact and discretion
- Ability to reason logically, take initiative, and creatively resolve issues and evaluate alternatives
- Deep commitment to protecting the legacy of Jack London and stewarding the natural and cultural resources of Jack London State Historic Park

## Fundraising Excellence

- Demonstrated successful fundraising experience
- Knowledge of and experience fundraising within corporations and foundations
- Adept at creating and implementing strategic fundraising plans
- Demonstrated success using creativity and innovation to drive deep engagement with funders
- Strong technical skills, including but not limited to donor management system (Arreva), online software platforms, and business applications such as Microsoft 365

## Communication and Technical Skills

- Excellent verbal and written communication skills
- Experience with digital fundraising strategies and social media as a means of acquiring new donors

## Other Qualifications:

- Bachelor's degree in Business Administration, Communications, Nonprofit Management, or a minimum of five years of nonprofit development experience
- Flexibility to work some evenings and weekends
- Ability to work well remotely
- Ability and willingness to travel frequently





## Compensation

This is a full-time, exempt, benefit-eligible position. A competitive compensation package, including a comprehensive benefits package, will be offered based on experience. The expected annual salary range for this position is \$115,000-\$125,000.

## Location

The Development Director is located in Glen Ellen, CA in the Sonoma Valley at Jack London State Historic Park. Hybrid office and remote work options may be available, with opportunities for an alternative, non-traditional work schedule.

## To Apply

Visit [potrerogroup.com/jlpp](https://potrerogroup.com/jlpp) and select "Apply Here." Please include a resume and a cover letter describing your qualifications that match the position criteria and what you will bring to the role.

Interested candidates should apply by **November 18** for priority consideration.

## Start Date

Spring 2025







## Additional Information

More information on Jack London Park Partners can be found at:

[jacklondonpark.com](http://jacklondonpark.com)

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For additional information regarding this opportunity, please contact:

Jena Kuznik

Senior Consultant, Potrero Group

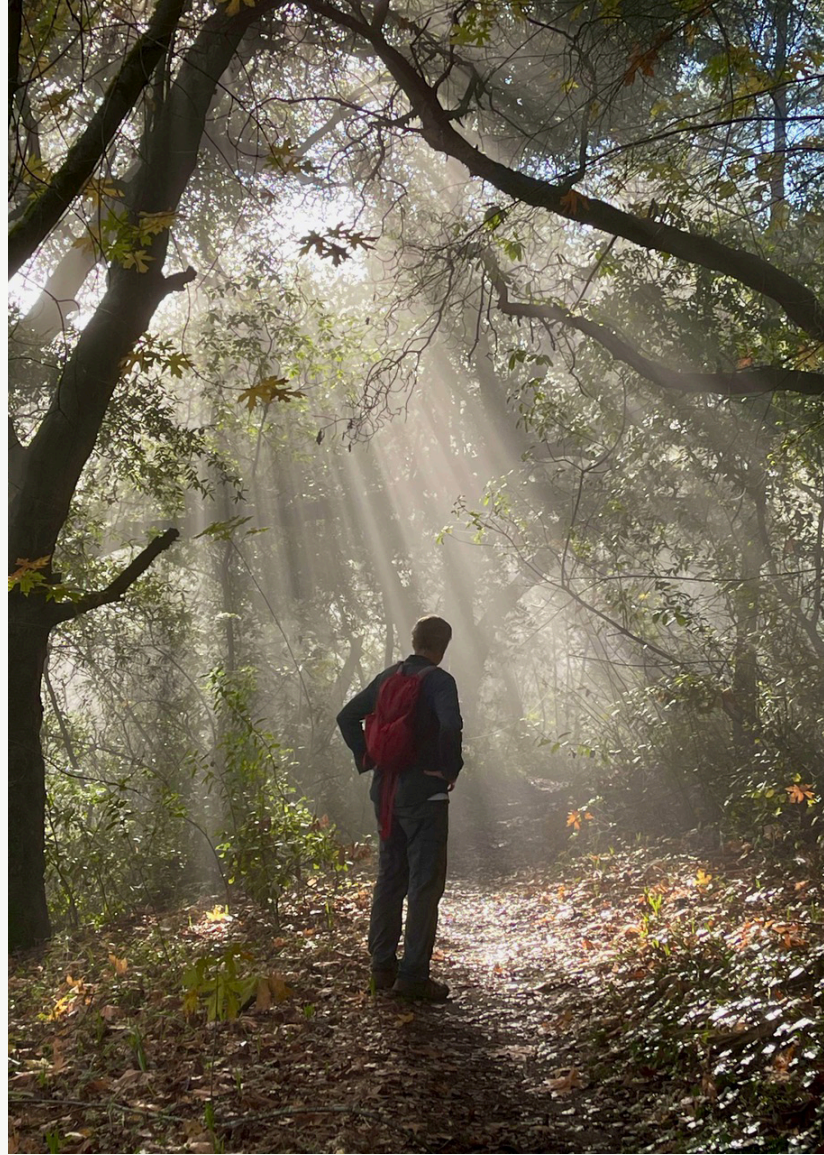
[jkuznik@potrerogroup.com](mailto:jkuznik@potrerogroup.com)



## Jack London Park Partners is an Equal Opportunity Employer.

Our effectiveness is enhanced when equity and inclusiveness are practiced and protected throughout our organizational governance, culture, and staffing. We are committed to leadership in and serving as a catalyst for promoting equity and inclusion in parks communities.

Recruiting and retaining a diverse workforce is a high priority at Jack London Park Partners. The organization does not discriminate based on race, color, national origin, religion, sex, gender, gender expression, gender identity, sexual orientation, physical or mental disability, military, genetic information, ancestry, marital status, age, citizenship, or any other basis prohibited by law in any of its policies, programs, or operations.



## Mission

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JLPP preserves the historic and natural beauty of the park and creates innovative, inclusive opportunities for recreation, education, and joy. We work collaboratively with our community and volunteers to ensure a sustainable park that would make Jack London proud.

## Vision

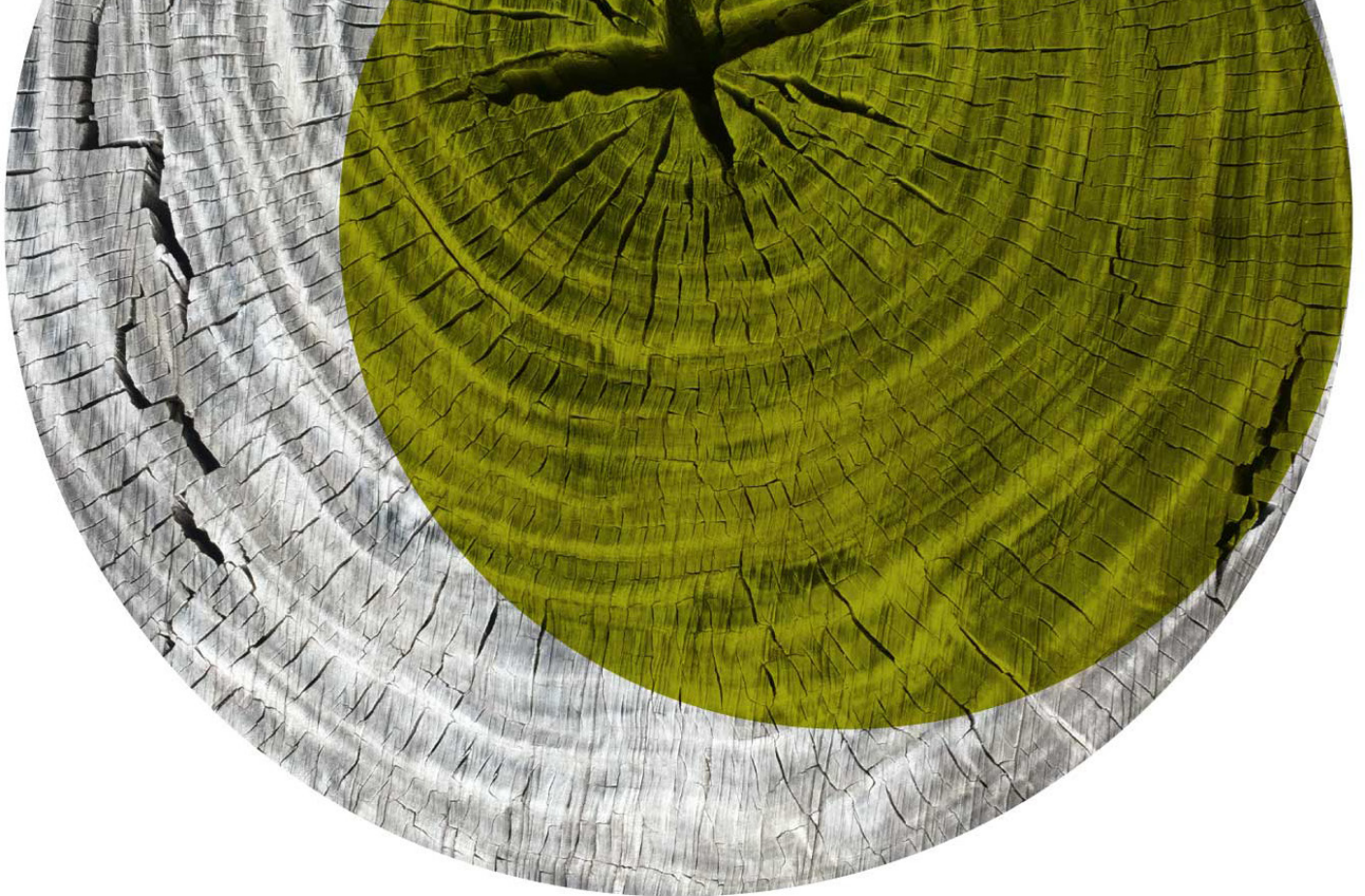
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Jack London Park Partners supports Jack London State Historic Park in creating an innovative park that preserves the dream, enriches the experience, and serves the entire community.

## Values

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Preservation, Education, Collaboration, Diversity, Recreation, Innovation, Sustainability, and Regeneration



Potrero Group is honored to coordinate this search on behalf of Jack London Park Partners. We support innovative leaders and organizations making a difference in the world by providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. We are committed to equitable and inclusive practices in all of our work.

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[PotreroGroup.com](https://PotreroGroup.com)