



## **Position Description**

### **Membership & Development Director**

#### **The Organization**

Bicycle Colorado is a 28-year old, membership-driven 501(c)3 nonprofit that is building a movement to enhance the health and happiness of Colorado communities by making bicycling—be it for recreation or every day trips—accessible and safe for people of all ages and abilities in our state. We are recognized as one of the nation’s most prominent organizations of its kind.

Bicycle Colorado passionately advocates for bicycle-friendly policies (e.g., Complete Streets; Three-Foot to Pass) and infrastructure (e.g., protected bike lanes; ample shoulders), and provides educational support to help kids and adults ride a bicycle safely and with confidence. We also educate drivers to safely operate their vehicles in harmony with bicycles on the road.

Our team strives to fuel a passion for bicycling and bicycle advocacy in communities across the state, and we collaborate with a variety of constituent groups, including elected officials, government agencies, bike industry organizations and other nonprofits. Bicycle Colorado is also the primary bicycle advocacy group in the city of Denver, and a leader of the Denver Streets Partnership, a coalition of nonprofits that champions people-friendly streets, including efforts to eliminate all traffic fatalities and serious injuries.

#### **The Position**

This is a unique opportunity for a talented fundraising professional to join a dynamic, passionate, mission-driven team. The Membership & Development Director will be part of a leadership team tasked with guiding the implementation of a three-year strategic plan focused on expanding the organization’s impact. This exciting time in Bicycle Colorado’s history offers a curious, results-oriented, entrepreneurial, values-driven fundraising professional a chance to shape and lead the donation and membership giving programs, as well as the sponsorship and business development opportunities that are essential components to achieving the team’s goals.

The Membership & Development Director will work closely with the Executive Director to build and implement a fundraising strategy that will yield a steady stream of revenue from major donors that includes individuals, foundations, and companies to achieve Bicycle

Colorado's fundraising goals. This person will also directly manage the Membership Manager to grow Bicycle Colorado's membership revenue.

The Membership & Development Director will also liaise with board members as needed, and will be a public face of Bicycle Colorado at events and community meetings. Finally, with support from a volunteer committee and the team, this person will lead Bicycle Colorado's annual spring fundraiser, Gear-Up!

Bicycle Colorado is a highly collaborative team. As such, the Membership & Development Director will work closely with the policy, education and communications teams.

The position requires frequent travel across the front range, and occasionally to other parts of the state. Some evening and weekend work is also required.

### **Key Responsibilities**

- Refine and implement a major donor fundraising plan to achieve Bicycle Colorado's major donor goals.
- Support Bicycle Colorado's Membership Manager to continue to increase revenue from members.
- Cultivate a pipeline of prospective major donors that include individuals, foundations and companies.
- Build relationships with prospects, and create and deliver high-quality proposals and grant applications for the purpose of securing new donors.
- Ensure the timely execution of all major donor acknowledgements (e.g., thank you letters/cards, thank you phone calls).
- Proactively engage with existing major donors to strengthen relationships and to secure a long-term revenue stream.
- Plan and execute high-level donor events throughout the year, including the annual Gear Up! Fundraiser.
- Regularly explore, propose, implement and assess the impact of fundraising tactics to identify what is working and opportunities to improve; implement adjustments as needed to achieve goals.
- Manage the team's planned giving campaign.
- Represent Bicycle Colorado at events and meetings.
- Record all development activities in Salesforce, the team's CRM system, and periodically report activities and results to the Bicycle Colorado team and Board of Directors.
- Lead Bicycle Colorado's event sponsorship and corporate giving programs.
- Work closely with Bicycle Colorado's leadership team to successfully implement the team's strategic plan. This will include, but is not limited to, modeling the team's values, facilitating effective communication across the team, driving continuous improvement, cultivating team talent, and supporting a healthy internal culture.
- Schedule, plan and facilitate meetings with Bicycle Colorado's Development Committee.
- Communicate with board members as needed.
- Stay current on, and share with the team, fundraising best practices.
- Work with the team as we deepen our understanding of and prioritize our work in equity, diversity and inclusion, with the goal of thoughtfully serving and representing all Coloradans who ride or want to ride bikes.

## **Background Required**

The candidate will have demonstrated experience in:

- Securing major gifts using a strategic relationship-building and sales approach in the nonprofit sector.
- Crafting and implementing a major donor fundraising strategy to achieve revenue goals.
- Crafting and implementing grants and business development strategies.
- Planned giving techniques and best practices.
- Delivering high-impact presentations.
- Client relationship management best practices, including facilitating conversations with prospective and current major donors to build/strengthen relationships and achieve revenue goals.
- Working collaboratively with team members to achieve goals.
- Producing impactful marketing communication materials.
- An interest and passion for bicycling, and the ability to bring your personal love for bicycling to work with you to connect with our members and partners.

## **Preferred Background**

- Experience with Salesforce.
- Established network of contacts whose interests align with Bicycle Colorado's vision and mission.
- Familiarity with the bicycle industry, bicycle advocacy, safe streets advocacy.
- An understanding and commitment to removing barriers and working with humility and empathy to build equitable movements.

## **The candidate will be:**

- Passionate about bicycling.
- A curious and self-directed learner.
- Willing to take risks, reflect on performance, learn from mistakes and continuously improve.
- Adaptable to unforeseen circumstances and able to manage change.
- Highly collaborative and able to thrive in a team setting with cross-departmental interdependencies.
- A self-starter with the ability to work independently to achieve milestones and goals on schedule.
- Detail-oriented with strong time-management and organizational skills.
- Able to communicate effectively in writing and verbally with diverse groups, both large and small.
- Thrive in a fast-paced environment.

**Compensation**

A base salary commensurate with experience. Health insurance, vision, dental, major holidays, vacation, transit benefit and retirement plan match are included in the compensation package.

**Relocation**

Relocation assistance for out-of-state candidates is negotiable.

**How to Apply**

Email resume and cover letter to: [jobs@bicyclecolorado.org](mailto:jobs@bicyclecolorado.org)

**Work Schedule**

Workloads are created with the aim of a 40-hour work week, on average, over the course of a year. The ebb and flow of work may require some longer days or weeks, including some evenings and weekends. We believe everyone's time is valuable, and we create a flexible work environment that supports every team member's success.

**Other**

Our offices are located in vibrant lower downtown Denver near bike paths, light rail lines and Union Station. Indoor bicycle parking is provided.

There is extensive travel in the Denver Metro and front range area with occasional trips (approximately 20% of time) to other parts of the state to participate in prospective and major donor meetings.

Position open until filled.