



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

Position: Director of Development

Location: Washington, DC

Supervisor: Chief Education Officer

Status: Full-time, Exempt from Overtime

The Sustainable Forestry Initiative (SFI® Inc.) <http://www.sfiprogram.org/> is a sustainability leader that stands for future forests. SFI is an independent, non-profit organization that provides supply chain assurances, produces conservation outcomes, and supports education and community engagement.

SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous peoples, governments, and universities. SFI standards and on-product labels help consumers make responsible purchasing decisions. The organization oversees the SFI Forest Partners® Program, which aims to increase sources of certified forest products; the SFI Conservation and Community Partnerships Grant Program; and Project Learning Tree®, which develops students' appreciation for and knowledge of the environment.

All of SFI's programmatic work is focused around four pillars – standards, conservation, education, and community engagement. SFI is governed by an independent three-chamber Board of Directors representing environmental, social, and economic sectors equally. SFI believes in engaging all sectors to care for forests that improve everyone's quality of life.

In 2017, Project Learning Tree (PLT) <https://www.plt.org/> became a program of SFI. PLT helps develop students' awareness, knowledge, and appreciation of the environment, builds their skills to make informed decisions, and encourages them to take personal responsibility for sustaining the environment. Since 1976, PLT has trained 700,000 educators to help students learn *how* to think, not what to think, about complex environmental issues.

With the addition of PLT, SFI has grown in size, scope, and budget. The organization is taking this moment of growth as a deliberate opportunity to expand its fundraising program across the board. SFI's financial model has historically depended primarily on licensing revenue paid by users of its certification standards, service contracts, and conference fees supplemented by federal grants from the U.S. Forest Service and Environmental Protection Agency. The PLT program has been funded by a mix of both government grants and sales. Private revenue represents an important area of growth for both the PLT program and SFI more broadly.

To achieve this growth, SFI seeks an experienced and talented **Director of Development** who can design, build, and continuously enhance a comprehensive fundraising program that generates revenue to support PLT and SFI's broader goals of environmental education, community engagement, and conservation. The Director of Development is a new position at SFI.

Reporting to the Chief Education Officer, the Director of Development will work closely with the President and CEO, Chief Operating Officer, Chief Conservation Officer, VP of Community Engagement, VP of Communications, and other staff to carry out an ambitious development strategy. The Director will be responsible for creating a multi-faceted fundraising plan, developing the systems and relationships to support and track progress, and playing the primary role in all phases of donor engagement. In all of these functions, the Director will gradually build a culture of philanthropy at SFI that powerfully supports its conservation mission.

An active Equal Employment Opportunity Employer M/F/D/V,
SFI Inc. welcomes men and women regardless of race, color, national origin, religion, age, sex or disability.

A job description is a general description of the function and major duties of a job. It may not specify all duties, tasks, and assignments associated with a job. It is not intended to limit or in any way modify the right of management to direct, assign, and control the work of employees in a unit. Accuracy, attention to detail, ability to work effectively in a team environment, and ability to work in an atmosphere of multiple projects and shifting priorities are requirements of all jobs at the Sustainable Forestry Initiative, Inc. Additional job related qualifications may be specified for some openings. Job descriptions are subject to periodic review.

ESSENTIAL JOB FUNCTIONS INCLUDE:

1. Develop, implement, and evaluate a comprehensive, sustained fundraising strategy to support SFI's strategic direction, **with a specific focus on PLT**. This includes: developing a prospecting strategy to leverage a network of existing development contacts and grow the network; implement a moves management and stewardship process to increase the number of donors and gift size; and recommend and implement a donor database that supports SFI's organizational structure and processes.
2. Execute a goal of increasing the \$3M annual PLT budget with new revenue of between \$500,000 and \$1M within one year and at least \$2.5M by end of three years.
3. Work with SFI's leadership team to identify development opportunities for other pillars of SFI besides education, including conservation and community.
4. Support, train and collaborate with the program staff to foster their participation in the fundraising process, including collaborating with the communication and program teams to create a case for support that compellingly situates PLT and SFI to prospective individual and institutional donors.
5. Take the leadership role to engage potential donors and utilize, as necessary, the SFI's leadership including the CEO on her priority contacts.

QUALIFICATIONS INCLUDE:

- At least 7 years of experience within a non-profit development program.
- A proven track record of raising funds from: foundations, corporations, individuals, and/or government.
- Familiarity with environmental education, conservation, and sustainability issues.
- A passion for conservation, sustainability, and the environment.
- A positive attitude and high energy—a person who sees opportunities, enjoys working cooperatively in a team environment, and prioritizes the mission over individual agendas.
- Ability to develop compelling written, oral and online communications linked to fundraising.
- Strong interpersonal and communication skills and superior attention to detail.
- Ability to work both independently as well as cooperatively and strategically in a team environment with all levels of stakeholders.
- Ability to manage multiple complex projects in a fast-paced environment, handling tasks with diplomacy, tenacity, patience, and a drive for results.
- Active curiosity and engagement in ongoing learning—having and seeking depth of content knowledge and understanding.
- Experience setting up and maintaining fundraising databases.
- Experience with fundraising through social media platforms.
- Extremely organized.
- Bachelor's degree.
- Proficiency in Microsoft Office applications (Word, Excel, PowerPoint);
- Proficiency in Spanish or French is a plus.
- Ability to travel up to 30% of time.

HOW TO APPLY

To apply for this position, email a resume and cover letter to search@driconsulting.com, subject line: SFI -- Director of Development". Applications will be accepted until the position is filled.

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