

**DIRECTOR OF DEVELOPMENT  
MID-MINNESOTA LEGAL AID/ FUND FOR LEGAL AID**

**Organization Description:**

Mid-Minnesota Legal Aid (MMLA) is a 5-office, 70-attorney civil legal aid law firm providing a full range of civil legal services free to low-income Minnesotans, seniors, and people with disabilities. It provides services to 20 counties in central and western Minnesota and serves people with disabilities throughout the state through its Disability Law Center. In addition, MMLA runs a support center which provides CLE training for civil legal aid offices throughout Minnesota and manages two websites – one for clients and one for pro-bono attorneys. It also runs the Legal Services Advocacy Project which does policy advocacy for low-income Minnesotans.

MMLA has a diversified funding base including United Ways; federal, state, county, and city governments; foundations; local law firms; corporations; and individuals. MMLA enjoys a good rapport with, and strong support from, the organized bar. **A key funding source for MMLA is the Fund for Legal Aid (“The Fund”).** Its mission is to raise money from the private sector, primarily the legal community, as well as vendors and other entities that work with the legal community, for the benefit of MMLA. Since its inception in 1982, The Fund has contributed over \$20 million to MMLA, including \$1.3 million in 2018. The Fund is a 501(c)(3) organization.

**Duties of the Director of Development:**

- Ability to understand and communicate the mission and vision of MMLA and The Fund
- Preparation of an annual development plan, including financial goals and a corresponding budget outlining revenue and expenses
- Support for The Fund’s board, executive committee, and other meetings and activities
- Planning and oversight of The Fund’s annual One Hour of Sharing Campaign, including strategies to increase giving by individual attorneys and to convert new donors to annual donors
- Planning and facilitation of The Fund’s annual Law Day Dinner
- Monitoring of and reporting on progress of projects and goals
- Development and maintenance of positive working relationships with donors and personalized engagement with financial supporters and potential donors
- Development and implementation of solicitation strategies for increasing individual giving outside of the legal community
- Development and implementation of solicitation strategies for growing the major gifts program
- Development and implementation of strategies to increase planned giving and to increase MMLA’s endowment fund
- Resource development and new revenue acquisition
- Providing input on MMLA communication strategies, including an annual report, periodic newsletters, solicitation letters, planned giving materials, web-based information, and other materials
- Review and refinement of organizational systems for the creation and analysis of profiles of donors’ interests, participation, and giving patterns to improve acquisition and retention of donors

**The Fund’s Primary Activities:**

- **One Hour of Sharing (“OHS”) Annual Giving Campaign:** This campaign solicits law firm, corporate, and personal contributions, primarily in Hennepin County. OHS efforts target individuals in the legal community for gifts of at least the value or salary equivalent of one

billable hour. Law firms and corporate law departments are asked to give at least \$300 per lawyer.

- **Annual Law Day Testimonial Dinner:** Held around May 1 each year, and co-sponsored by the HCBA, this largest single annual gathering of lawyers in Minnesota attracts approximately 1,000 attendees annually.

**Experience and Qualification Requirements:**

- Bachelor's degree required; advanced degree or fundraising certification desirable
- Experience in cultivation, solicitation, and stewardship of donors, with a demonstrated track record of securing gifts from individuals and institutions
- Ability and skill to work effectively in a collaborative team environment
- Excellent interpersonal and written communication skills
- Passion for increasing the visibility of MMLA's work through public communications and messaging
- Vision and dynamic thought about forward-looking fundraising strategies in the current resource environment
- Proficiency in Microsoft office and skill in compiling, managing, and tracking donor information
- Demonstrated success in meeting annual fundraising goals, development management, and planning special events
- Experience working with non-profit boards and coordinating board and committee meetings
- Self-starting attitude paired with organization skills focused on setting goals and seeing that they are met
- Ability to work independently and to manage multiple projects simultaneously
- Ability to maintain a high degree of professionalism and confidentiality
- Enthusiasm for and commitment to the mission of MMLA and to advocating for the rights and interests of MMLA's diverse and vulnerable client population
- Ability to present ideas in a clear and persuasive manner
- Familiarity with Minnesota's legal community, particularly in Hennepin County, and rapport with legal professionals
- Diverse economic, social, or cultural experiences are a plus.

**Salary and Benefits:**

The position is an 80% to 100%-time exempt position. The Development Director reports to the Executive Director and The Fund Board. The Development Director is a member of MMLA's senior leadership team. Salary: \$69,024 to \$89,496 depending on experience. Benefits include family health insurance, life insurance, short-term and long-term disability insurance, sick leave, generous vacation, and retirement match.

**Applications:**

Applications should include a resume, three job-related references, a letter explaining interest in this position, and salary requirements. Resumes preferred by July 11, 2018, but will be accepted until the position is filled. Information should be submitted electronically at [www.mylegalaid.org/jobs](http://www.mylegalaid.org/jobs). **No calls please.**

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