

POSITION PROSPECTUS DEVELOPMENT ASSOCIATE

OVERVIEW

Usdan recently completed a strategic development plan that sets ambitious goals for fundraising and diversification of its funding portfolio. The centerpiece objective of the plan is the development of deeper networks and philanthropic support from an extensive network of more than 40,000 alumni as well as their parents. The plan focuses on Usdan's 50th Anniversary (2018) as a nexus for increased alumni engagement which our Board and Staff Leadership have made a top priority.

Usdan Summer Camp for the Arts seeks a Development Associate who brings the energy, enthusiasm, and experience to develop and execute a successful and thriving alumni relations program, and to assist with donor communications and institutional fundraising. Reporting to the Director of Development, s/he will be responsible for planning, managing, and executing the engagement, solicitation and stewardship of Usdan alumni and alumni parents. In addition, the Associate will assist the Director of Development with writing and sending donor communications, including grant proposals, acknowledgement letters and corporate solicitations.

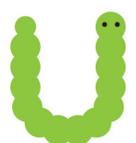
The ideal candidate brings strategic thinking, creativity, passion and successful experience in alumni relations and fundraising to the role. S/he will work with a team of internal staff and external consultants and outsourced resources. We are looking for a candidate with strong interpersonal and relationship skills and sufficient working knowledge of various facets of alumni development/relations. Internally, s/he will work collegially and closely with peer staff in the areas of operations, public relations/marketing, admissions, program and finance.

ABOUT USDAN SUMMER CAMP FOR THE ARTS

The arts kindle a summer of fun at Usdan Summer Camp for the Arts where each day is a new opportunity for students to explore their creativity and make friends on an inspiring 140-acre woodland campus. Usdan's mission is to develop artistic talent and foster a lifetime of imagination, industry, and creative endeavor. Since opening in 1968, 40,000 children and young adults have enjoyed the benefits of Usdan's programs.



The camp offers study in Music, Visual Art, Theater, Dance, Writing, and Chess as well as related study in Recreation and Nature. More than 70 classes are taught in these departments with students creating their own unique summer program comprised of one major course (two hours), one minor course (one hour), and one recreational activity (one hour). The camp's programs are designed for



students of varying levels of experience and ability, from beginner to advanced. Auditions are not required for most programs and admission is based on a declaration of interest in a specific area.

Recreation and Nature programs augment Usdan's core mission to support campers' creative



development by encouraging physical fitness, nutrition, food knowledge, and environmental health. Our comprehensive approach places great emphasis on the physical, spiritual, and creative development that makes Usdan unique among camps in our region.

Usdan's student body, of approximately 1,500 students, is diverse in ability, ethnicity, religion, sexuality, gender identity, age (ranging from 4-18, grades pre-K - 12) and geography (with students coming from New York City, Nassau, Suffolk and Westchester Counties). They are bound together

by their love of the arts and by their interest in creating and expressing themselves through art. A faculty of dedicated, talented, and thoughtful teachers guide students through unforgettable summers of fun and artistic exploration.

Our summer camp facility is located in Wheatley Heights on Long Island and is home to our staff and operations between the months of June and August. Offseason (September through May) fundraising operations are located in New York City.

USDAN'S LEADERSHIP

USDAN'S BOARD OF DIRECTORS

Usdan is led by a 9-member board of directors chaired by John Usdan. The Board oversees strategy and programmatic direction for the organization and is responsible for helping to build visibility and donor networks benefitting Usdan's mission. As part of Usdan's efforts to develop fundraising, plans are underway for further growth and diversification of this body and we expect that the Director of Development will play a role in shaping expectations and building and supporting fundraising acumen and ability of both the Board as a whole and individual directors.

LAUREN BRANDT SCHLOSS, EXECUTIVE DIRECTOR

Lauren Brandt Schloss joined Usdan as Executive Director in 2015. She is Usdan's first female Executive and the first whose background is in the visual arts. Ms. Schloss joined Usdan following her tenure as Executive Vice President at New York's Studio in a School and her previous position as Director of Education at the Queens Museum. Ms. Schloss has worked in arts education for 20 years. At Studio in a School, New York City's largest visual arts education organization, she oversaw the fundraising, marketing, public relations, finance, human resources, and information technology for programs annually serving more than 30,000 children at more than 200 sites. In her previous position, as Director of Education at the Queens Museum, she created the largest education program

in the country for adult immigrants, serving communities in more than 10 languages, as well as designing managing and assessing programs in museums as well as libraries and schools for K-12 schoolchildren, educators, youth, families, seniors and people with special needs. A native of Cherry Hill NJ, she earned a B.A. in Art History from Princeton University, an M.A. in Arts Administration from Columbia University, and has completed further graduate work in Art History at the City University of New York. Before joining the Queens Museum, Ms. Schloss worked in education with the Museum of Modern Art and the Peggy Guggenheim Collection in Venice, Italy. In addition, since 2003 she has participated in major visual arts education conferences.

ROLES AND EXPECTATIONS

The Development Associate is charged with helping to develop a robust and engaging program of communications and connection with our base of more than 40,000 Usdan alumni plus their parents. As a secondary focus, the Development Associate will assist the Director of Development with grant proposals, corporate solicitations and institutional fundraising. In developing greater touch with our broader “Usdan family” we hope to engender passion, great visibility and financial support for Usdan.

The Development Associate will report to the Director of Development and will work closely with Usdan’s staff team. Some interface with our Board of Directors will be involved, particularly around alumni engagement and cultivation events.

We are looking for a candidate with a minimum of 2 years’ experience handling significant development responsibilities (preferably, with a focus on alumni and individual donor relations), strong interpersonal and relationship skills and sufficient working knowledge of various development operations.

Travel is required between our New York City office and Long Island office. We expect the Development Associate to be primarily based in the New York City office during the off-season (beginning of September through mid-June) and to be based in the Long Island office during our camp season (mid-June through the end of August). We expect the Development Associate will meet with alumni or convene events in New York City, Nassau and Suffolk Counties, southern Westchester County, New Jersey and Southern Connecticut.

SPECIFIC DUTIES WILL INCLUDE:

- Become a key liaison between alumni, alumni parents, current parents and Usdan. In this capacity, we expect the Development Associate to assist in the cultivation and solicitation of contributions from this constituency.
- Upgrade and improve Usdan’s database and data management systems. This includes completing a screening and update of all alumni and parent data.
- Analyze alumni data and produce reports for staff leadership and the board.
- Cultivate and maintain relationships with donors and volunteers.

- Create and launch an Alumni Committee to help envision, plan and execute alumni and parent communications and development efforts.
- Develop hands-on events. This includes:
 - o Developing and managing an annual schedule of reunion events and other alumni activities and alumni communications.
 - o Creating a celebratory event for Usdan's 50th Anniversary in summer 2018.
- Developing a communications program to deepen engagement with Usdan alumni and parents. This includes:
 - o Launching an alumni and parent engagement newsletter.
 - o Developing online communications including a website and social media channels.
- Work collaboratively with leadership, volunteers and other Usdan staff to promote and improve alumni participation.
- Write donor communications including thank you letters, acknowledgement letters and newsletters.
- Make recommendations to improve policies and procedures.
- Evaluate outcomes of alumni events and activities.
- Support the Director of Development in grant writing, corporate solicitations and other institutional development activities.
- Develop profiles for major donor prospects and institutional prospects.

EXPERIENCE AND QUALITIES SOUGHT

- Passion for Usdan's mission, goals and work.
- Demonstrated knowledge and experience in raising money from alumni/alumni parents.
- Demonstrated knowledge of, and a commitment to continuing education about, best practices in alumni relations and fundraising.
- A high degree of integrity and commitment to ethical fundraising standards.
- An ability to work laterally and vertically with leaders and peers and encourage, support and enable others in an effective, respectful and inspirational manner.
- Strategic thinking that is rooted in finding positive responses to challenges.
- Superior verbal/written communication skills.
- Strong analytical skills.
- Ability to direct others, including superiors, to get the job done.

COMPENSATION AND BENEFITS

The Development Associate compensation and benefits package will be attractive, competitive and commensurate with the selected candidate's background and experience.

TO APPLY

Please send applications directly via email to employment@usdan.org. Please put Development Associate in the Subject Line.

All applications must include (1) an up-to-date resume; (2) a cover letter that specifically states why you feel you are a good fit; and (3) salary requirements.

Cover letter should be addressed to:

Andrew Navarette
Director of Development
Usdan Summer Camp for the Arts
420 East 79th Street, Suite 3D
New York, NY 10079

No phone calls, please. Additional materials and information may be requested during the search and interview process.

Usdan Summer Camp for the Arts is an equal opportunity employer and welcomes applications from all.