



**SKI &
SNOWBOARD**
CENTRAL CROSS COUNTRY SKIING

November 12, 2018

Job Description - CXC Development Director

Introduction

Central Cross Country Skiing (CXC) is a non-profit sport organization recognized by the U.S. Ski and Snowboard and by the United States Olympic Committee (USOC) as the regional governing body for the sport in the 10-state Central Region of the United States. CXC is also recognized by the U.S. Paralympics as a Gold Level Paralympic Sport Club.

CXC is a 4,000-member service organization that promotes the culture of cross country skiing by creating opportunities for athletes and coaches of all backgrounds to participate and advance in the sport through schools, clubs, sport specific programs, events and education. It oversees youth programs; supports the Junior National Team Qualifying system in the Midwest and Great Lakes Divisions, Central Collegiate Ski Association (CCSA), and Senior/Master skiing; provides athletes', coaches' and officials' education; coordinates competitions; manages an adaptive program for individuals with physical disabilities and visual impairments; trains Olympic caliber athletes; and is the Midwest pipeline to the U.S. Ski Team and the U.S. Paralympic Nordic Ski Team.

Position Summary

The CXC Development Director is a full-time position and responsible for management of private giving for Central Cross Country Skiing with a focus on major gifts and a capital campaign for a new outdoor recreational facility, CXC training center and office. The Development Director will engage major gift prospects in the region to solicit funds and engage them in the success of CXC, achieving the goal of the capital campaign. The Development Director, who will be based at the CXC office in Madison, Wis., will report to the CXC Foundation board of trustees and CXC Executive Director.

Capital Campaign

CXC's current capital campaign is targeted to develop a community outdoor recreation and sports facility in Middleton, Wis. CXC is in partnership with the City of Middleton has successfully raised \$2 million towards the project.

Primary Role

The Development Director's role will have responsibilities focusing on three areas of fundraising:

- Capital campaign
- Annual giving
- Grants

Detailed Responsibilities

- Develop and execute a capital campaign plan designed to reach the targeted goal with a specific outline of revenue targets and a detailed plan of execution, including time-specific benchmarks.

- Develop and execute an annual giving plan for CXC building on existing donor relationships and structure.
- Develop and execute a grant writing plan with a detailed plan of execution.
- In each area of fundraising, establish a unique set of parameters for target audiences.
- Establish and execute a strong donor recognition program leading to greater longevity of donors and long-term revenue growth.
- Provide leadership to CXC Executive, Athletic and Administrative staff to engage them in the fundraising process.
- Engage CXC Foundation Board to be active participants in the fundraising process.
- Manage accurate database records of all donor giving.
- Provide monthly reporting to CXC Foundation Board of Trustees and Executive Director on progress towards goals.

Qualifications

- Minimum of Bachelor's degree in Business, Communication, Public Relations, English or related field.
- Five years or more of relevant fundraising experience with demonstrated effectiveness in prospect identification, relationship building, solicitation and gaining closure.
- Proven ability to develop and present compelling storylines to build engagement and passion in prospective donors.
- Successful experience working with community leaders.
- Background working in public venues, land use and preservation, sports and recreation and an interest in cross country skiing are desirable.
- Superior written and verbal communication skills.
- Proven ability to work independently and achieve success.
- Proficiencies in modern computer applications.
- Experience using fundraising or database software.
- Willingness to travel to regionally to cultivate and steward donors.

Position Availability

The position is available now with active engagements beginning January 2019 and continuing through the end of the Capital Campaign with a restructured focus on annual giving and grants thereafter.

Compensation

Salaried position based on candidate experience.

Application

Interested applicants should send a current résumé along with a cover letter addressing the specific criteria in the job description to:

Yuriy Gusev
 Executive Director
 Central Cross Country Skiing
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