



Development Director

About Shalom Farms

Shalom Farms is a nonprofit, food justice organization. We believe that everyone deserves equitable access to nourishing food and meaningful opportunities to grow, choose, cook and enjoy that food. On our two Certified Naturally Grown farms we work with thousands of volunteers each year to produce fresh fruits and vegetables, which we distribute throughout the Richmond, VA, metro region through a variety of programs and partnerships.

About the Position

The Development Director is responsible for designing and executing a comprehensive development strategy to raise \$1.7 million annually through grants, individual giving, corporate sponsorships, and special events. In addition, this role provides strategic oversight of organizational communications to ensure alignment with fundraising and mission-driven goals. The Development Director supervises the Communications + Events Manager, works with the Office Manager to ensure revenue and database accuracy, and manages a contract grant writing service, while personally leading donor engagement and stewardship, writing a small number of grants, and soliciting sponsorships. This is a full-time, exempt position that reports directly to the Executive Director.

Key Areas of Responsibility

Fundraising Strategy & Leadership

Provide overall vision and direction for Shalom Farms' fundraising efforts, ensuring strategies effectively meet annual revenue goals and support organizational priorities.

Donor Solicitation & Stewardship

Cultivate and steward strong relationships with individual & group donors, foundations, government, faith and corporate partners serving as a trusted point of contact and driving meaningful philanthropic support.

Grant Writing & Management

Lead and coordinate all grant efforts to secure and maintain funding, ensuring proposals and reports are timely, accurate, and aligned with organizational goals.

Communications & Brand Strategy

Oversee organizational communications to strengthen Shalom Farms' profile, maintain consistent messaging, and respond promptly to donors, press, and outreach partners.

Leadership & Supervision

Provide guidance, mentorship, and oversight to staff and contractors, fostering a collaborative, high-performing development team.

Events & Campaigns

Design and execute high-impact fundraising events and campaigns that engage supporters, increase visibility, and generate revenue.

Administration & Collaboration

Monitor fundraising progress, maintain compliance with best practices, and collaborate with leadership to align development strategies with organizational goals.

Other

Supervisor check-ins, outreach/engagement, staff meetings, cross-departmental opportunities, and other duties as assigned

Detail

Fundraising Strategy & Leadership

- Design, implement, and evaluate a comprehensive fundraising plan that ensures the organization meets its annual \$1.7 million budget.
- Oversee all revenue streams, including individual philanthropy, corporate, foundation, community, special event and government giving.
- Partner with the Executive Director, Board of Directors, Fund Development Committee, and Climbing Vines to strengthen a culture of philanthropy and maximize fundraising potential.

Donor Solicitation & Stewardship

- Developing and implementing a comprehensive annual fund strategy to increase participation and revenue from low- to mid-level donors.
- Plan and execute multi-channel fundraising appeals (direct mail, email, online, social media).
- Order printed materials and merchandise for appeals and stewardship
- Cultivate, solicit, and steward major donors, ensuring meaningful relationships that lead to increased giving.
- Serve as a responsive point of contact for donor inquiries, building trust through timely follow-up and personalized attention.
- Identify and secure corporate support for both events and organizational initiatives.
- Develop and implement tailored strategies for donor prospecting, engagement, and retention.
- Monitor and analyze appeal performance metrics to inform ongoing strategy.
- Oversee gift entry, revenue recording, and acknowledgment process (tasks held by Office Manager).

Grant Writing & Management

- Lead and manage all grant-related efforts, including writing, editing, and reporting for key funders. Grant applications are split between Director of Development and grant writing

service. The Development Director is responsible for about ten grant proposals each year (excluding sponsorship proposals).

- Supervise and collaborate with a contract grant writing service to ensure timely submission of high-quality proposals.
- Maintain project log with program staff to ensure requests are ready when grant opportunities arise.

Communications & Brand Strategy

- Provide strategic oversight for all organizational communications, ensuring they elevate Shalom Farms' profile and support fundraising goals.
- Serve as a press contact and organizational spokesperson, being available to respond quickly to media and outreach requests.
- Align messaging across digital platforms, media, donor communications, and events to reflect the mission and impact of the organization.
- Support storytelling that highlights the voices of program participants and community partners.

Leadership & Supervision

- Supervise one full-time employee (fundraising/communications staff), providing coaching, mentorship, and professional development.
- Manage the Fund Development Committee.
- Manage and engage the Climbing Vines (Shalom Farms' junior board) which meets the third Tuesday of each month from 6pm to 7:30pm.
- Foster collaboration, accountability, and alignment within the development team.
- Oversee external vendors and contractors as needed.

Events & Campaigns

- Provide high-level strategy and oversight for Shalom Farms' signature fundraising events, ensuring strong revenue generation and community engagement.
- Solicit corporate sponsorships to support event revenue.

Administration & Collaboration

- Monitor progress toward fundraising goals and prepare regular reports for the Executive Director and Board of Directors.
- Participate in leadership team meetings and contribute to organizational strategy and planning.
- Ensure compliance with fundraising best practices, ethics, and legal standards.

Other

- Engage with volunteers and donors you encounter in ways that reflect our values and build a sense of community.
- Regular check-ins with the development team
- Supervisory check-ins, mid-year and annual review with the Executive Director
- Contribute to and participate in relevant committee and staff meetings, trainings, etc.
- Attend tabling events and speaking engagements on Shalom's behalf.

- Work Shalom Farms' two signature events - Open House (July Sunday TBD), Harvest Festival (Wednesday late October TBD)
- Fill in for program roles as needed and available to maintain consistency of services
- Other duties as assigned.

Qualities

- **Values-aligned-** Strong interest in food justice and/or nonprofit direct service work. Commitment to racial equity and to Shalom Farms' values: justice, collaboration, integrity, respect, and sustainability
- **Fundraising Expertise-** Proven ability to design and execute multi-channel fundraising strategies (grants, major gifts, sponsorships, events, annual campaigns).
- **Strategic Leadership-** Ability to create and implement long-term development plans aligned with organizational goals.
- **Relationship Building & Interpersonal Skills-** Strong interpersonal skills to cultivate trust with donors, board members, community partners, and staff.
- **Analytical & Problem-Solving Skills-** Ability to analyze fundraising performance and communications impact to inform strategy.
- **Adaptability-** Flexible, creative, and solutions-oriented. Willing to work independently and within a collaborative team environment. Strong ability to multitask.

Compensation, Schedule + Benefits

This full-time, exempt, salaried position with benefits. Salary range begins at \$90,000. Final salary will be determined based on internal compensation study and candidate experience.

Weekly hours are generally 9 to 5, but nights and weekends are required as needed. The right candidate for this role will be flexible with their schedule- responding to pressing concerns as they arise.

Benefits include vacation leave, sick leave, paid federal holidays, an employer retirement contribution, FSA/DCA and medical, dental and vision benefits, as well as a week off in the summer. Plus lots of free farm produce!

To Apply

To apply for this position, please send a cover letter, resume, and 2-3 references to hr@shalomfarms.org. Applications will be reviewed on a rolling basis, with a priority deadline of January 4th at 11:59 p.m. Interviews will take place in January with a proposed start date in early March.

For more information, feel free to email, visit our website www.shalomfarms.org, or find us on Facebook and Instagram (@shalomfarms).