



Honoring the past. Inspiring the future.

Assoc. Director of Development & Membership

Full Time Regular (On-site)

Management

Salary Range: \$80,000.00 To \$100,000.00 Annually

Reports to: Chief Development Officer

Status: Full-time, Exempt

Location: Sacramento, CA, with occasional travel to Railtown 1897 State Historic Park and donor events

Position Overview

The Associate Director of Development is responsible for planning, executing, and managing the Foundation's annual fund and membership fundraising programs, overseeing donors and members giving up to \$1,500 annually. Working in close partnership with the Chief Development Officer, this role leads the day-to-day strategy and execution of fundraising campaigns and membership programs that generate sustainable, unrestricted revenue and strengthen the donor pipeline. This position provides direct management of the membership team, supervises frontline fundraising and membership operations, and plays a central role in donor stewardship, campaign performance, and cross-departmental coordination. The Associate Director does not manage major gifts but ensures strong cultivation and stewardship at the annual fund and membership levels in support of developing major donors.

Key Responsibilities

Annual Fund Strategy & Campaign Execution

- Plan and execute the Foundation's annual fund strategy in partnership with the Chief Development Officer, aligned with organizational revenue goals and priorities.
- Lead all fundraising campaigns serving donors and members giving up to \$1,500 annually, including:
 - Year-end appeal
 - Big Day of Giving
 - Targeted digital, direct mail, and acquisition or renewal campaigns, as appropriate
- Coordinate fundraising calendars, production schedules, and internal deadlines across departments.
- Draft and refine donor-facing appeal copy, solicitation emails, and campaign messaging in collaboration with Communications & Marketing.
- Support testing, segmentation, and continuous improvement of annual fund efforts.

Membership Fundraising & Program Oversight

- Provide strategic and operational oversight of the Foundation's membership program in coordination with fundraising objectives.

- Supervise the Manager of Membership, and through them oversee two Membership Assistants responsible for frontline member services and engagement.
- Guide membership acquisition, renewal, and upgrade strategies consistent with donor and member experience goals.
- Ensure alignment between membership benefits, fundraising appeals, and stewardship communications.
- Partner with events, education, curatorial, and interpretation teams to support meaningful member engagement opportunities.

Donor Cultivation & Stewardship

- Manage a portfolio of individual donors and members giving up to \$1,500 annually through personalized outreach, stewardship, and targeted communications.
- Support donor retention and upgrade strategies by identifying patterns of engagement and giving potential.
- Coordinate with the Chief Development Officer to identify donors with emerging major gift capacity and support smooth pipeline transitions.
- Assist with donor recognition activities, acknowledgments, and impact communications appropriate to giving level.

Management, Operations & Collaboration

- Share oversight of the Development and Membership Coordinator (or Specialist) with the Chief Development Officer, ensuring clarity of roles, workload balance, and performance expectations.
- Partner with development operations staff to ensure timely gift processing, acknowledgments, data integrity, and reporting.
- Monitor and analyze fundraising and membership performance metrics, including retention, response rates, and revenue trends.
- Prepare regular reports and insights for the Chief Development Officer to inform planning and forecasting.
- Coordinate with external vendors (print, mailing, digital services) as needed to support campaigns.

Cross-Functional Leadership

- Work closely with Communications & Marketing to ensure consistent messaging, timing, and brand alignment across fundraising and membership efforts.
- Collaborate with Finance to ensure compliance with gift acceptance policies, IRS requirements, and internal controls.
- Represent the Development team at internal planning meetings and selected donor or member events.
- Perform other duties assigned in support of the Foundation's mission and goals.

Qualifications

- Commitment to the mission and public-serving role of the California State Railroad Museum Foundation.
- Bachelor's degree or equivalent experience required.
- Minimum of 7 years of professional experience in nonprofit development, annual giving, membership fundraising, or related roles.
- At least 5 years of management experience, including direct supervision of staff.

- Demonstrated success planning and executing multi-channel fundraising campaigns.
- Strong writing and editing skills for compelling donor-facing communications.
- Experience working with donor databases and fundraising reporting tools; DonorPerfect or similar CRM experience preferred.
- Strong organizational skills with the ability to manage multiple priorities and deadlines.
- Proven ability to collaborate effectively across departments and with external partners.
- Willingness to work occasional evenings and weekends for campaigns and events.
- Influence in the absence of authority.
- Comfort working within a collaborative environment that includes public-sector partners.
- Sense of humor.

Preferred Experience

- Experience in a membership-based organization, museum, or cultural institution.
- Familiarity with statewide or regional giving days.
- Experience supporting donor pipeline development.

Physical Requirements

- Ability to perform the essential functions of a typical office-based position, including remaining in a stationary position for extended periods while working at a computer or desk.
- Ability to operate standard office equipment such as computers, phones, printers, and related technology.
- Ability to move throughout office, museum, and event spaces to attend meetings, access materials, and support programs.
- Ability to lift, carry, or move materials weighing up to 25 pounds on an occasional basis.
- Ability to work outdoors and move between indoor and outdoor environments in varying weather conditions.
- Ability to walk across uneven surfaces, including gravel, ballast, platforms, and other railroad or historic site environments.
- Ability to climb stairs and safely board or move around railroad equipment, railcars, or related structures as required for site visits, events, or operational coordination.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

Justice, Equity, Inclusion, and Diversity

The Foundation is committed to fostering an inclusive workplace and serving diverse communities. We value professional experience, lived experience, and perspectives that strengthen our mission and advance equitable access to cultural and educational resources.

Why You'll Want to Work Here

The California State Railroad Museum Foundation is the nonprofit partner of the California State Railroad Museum and Railtown 1897 State Historic Park—two of the most significant railroad heritage sites in the country. Together with California State Parks, the Foundation supports preservation, education, interpretation, and public programs that connect millions of visitors each year with the history and continuing relevance of railroads in California and the American West.

The Foundation is in a period of steady growth and increasing ambition as it looks ahead to the 50th anniversary of the California State Railroad Museum in 2031. Over the coming years, the

organization will expand its fundraising capacity, deepen donor and member relationships, and invest in long-term sustainability to support major restoration, interpretation, and public access initiatives.

This is a collaborative, mission-driven organization where development, membership, communications, and operations work closely together. Staff are trusted with real responsibility, encouraged to bring professional judgment to their work, and supported by experienced leadership and an engaged board. The Associate Director of Development plays a central role in strengthening the Foundation's base of annual support and ensuring that donors and members feel meaningfully connected to the work they make possible.

For a development professional who values public service, tangible impact, and thoughtful growth over flash or hype, this role offers the opportunity to join a dedicated team and help build durable, mission-driven work in partnership with one of California's most respected cultural institutions.

How to Apply

To apply, submit your application through the Foundation's hiring site at: <https://californiarailroad.museum/apply>

Applicants must submit a resume and a cover letter. Applications submitted without a cover letter will not be considered.