



MOUNT  
MADONNA

445 Summit Road, Watsonville, CA 95076 · (408) 847-0406 · [MountMadonna.org](http://MountMadonna.org)

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## FUNDRAISING DIRECTOR

Experience creative self-expression and rich connections in an environment where heart and meaning are a part of everyday life! [Mount Madonna Center](#) is offering a unique opportunity for an inspired and motivated individual interested in serving within a renowned retreat center and multigenerational intentional yoga community situated on 380 acres of beautiful redwoods, rolling meadows, and scenic vistas overlooking the Monterey Bay.

Mount Madonna is a center for learning that offers practices for living for the sincere seekers, thought leaders, retreat goers, teachers and students who desire an experience at the source. Since 1978, we have been honored to host both luminaries and practitioners in spiritual and religious traditions, artistic endeavors, social justice, and conscious business, among many others. Our residential community of practice and related activities have been inspired by the yoga teachings and example of master yogi Baba Hari Dass.

Mount Madonna is committed to diversity, equity, inclusion, and belonging and strives to create a culture that empowers and supports individuals to bring their full and authentic self to the workplace.

We look forward to hearing from you!

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**TITLE:** Fundraising Director

**POSITION TYPE:** Full-time, 32 hours per week

**LOCATION:** Mount Madonna Center, 445 Summit Road, Watsonville, CA 95076

**RATE OF PAY:** \$70,304 to \$72,000 (pro-rated to .8) per year, depending on experience.

**REPORTS TO:** Executive Director

WORK ARRANGEMENT: Daily commute with the possibility of remote work

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## POSITION SUMMARY:

The Fundraising Director will be the architect and primary driver of Mount Madonna's first comprehensive philanthropic program. This foundational role will establish systems, build relationships, and create a sustainable philanthropic revenue stream that honors our spiritual foundations while ensuring ongoing financial stability.

This is an exceptional opportunity for a development professional who values community and contemplative practice, is drawn to work that integrates ancient wisdom with contemporary needs, and wants to make a tangible difference in an organization dedicated to peace, healing, and transformation.

The ideal candidate brings proven fundraising expertise, exceptional relationship-building skills, and authentic alignment with Mount Madonna's mission and values. You are excited to champion this new philanthropic pathway alongside others. And most importantly, you understand that fundraising is sacred work—stewarding generosity to create transformation.

## CORE RESPONSIBILITIES:

### Strategic Leadership & Planning (15%)

- Developing and implementing Mount Madonna's comprehensive philanthropic strategy in alignment with organizational mission and financial goals
- Creating annual development plans with specific revenue targets, tactics, and timelines
- Collaborating with leadership team and Board of Directors to identify funding priorities and opportunities
- Work closely with Marketing & Communications for messaging and reach; align fundraising and marketing efforts, share resources and data, and foster collaboration to maximize overall return on investment
- Establishing metrics, tracking systems, and reporting protocols to measure success

### Events & Community Engagement (15%)

- Planning and executing one or two signature fundraising events annually
- Developing peer-to-peer and special campaign fundraising initiatives
- Creating opportunities for donors to experience Mount Madonna's transformative work
- Collaborating with program staff to showcase impact and engage supporters

### Major Gifts & Individual Donor Relations (40%)

- Launching and managing an annual giving program that engages with alumni, retreat participants, and community members
- Identifying, cultivating, soliciting, and stewarding individual donors capable of gifts of \$5,000+
- Building and managing a portfolio of 50+ major gift prospects
- Conducting a steady number of donor meetings per week (in-person, phone, or virtual)
- In close communication with Marketing and Communications, developing compelling proposals and gift agreements tailored to donor interests
- Creating meaningful donor recognition and stewardship programs

### Grant Writing & Partnerships (15%)

- Researching and identifying partnership funding opportunities (foundations, mission-aligned businesses) aligned with Mount Madonna's programs
- Writing compelling grant proposals and reports for private and community foundations
- Cultivating relationships with foundation program officers
- Managing grant calendar, deadlines, and reporting requirements
- Targeting a submission of four foundation proposals in the first year growing to 10+ annually

### Board Development (10%)

- Works closely with the Board Development/Fundraising Committee and supports Board members in fundraising

- Providing Board members with tools, talking points, and donor prospect information
- Facilitating Board giving and deepening a culture of philanthropy throughout the organization

#### Systems & Operations (5%)

- Managing donor database and working with other teams to share and sync data with other systems (Marketing & Communications and Guest Services Registration at Mount Madonna)
- Ensuring accurate gift processing, acknowledgments, and tax receipting
- Maintaining donor records, communication history, and prospect research
- Preparing regular reports on fundraising progress for leadership and Board
- Ensuring compliance with nonprofit fundraising regulations and ethical standards

### A Successful First Calendar Year

#### Months 1-5: Foundation Building

- You'll begin by immersing yourself in the Mount Madonna ecosystem—walking the land, meeting with staff teams, and listening deeply to founders, community members, and alumni. These conversations will shape everything that follows. Simultaneously, you'll build the infrastructure: implementing a donor database, crafting our case for support, and identifying priority donor prospects. You will also establish the Board Development Committee structure. By the mid-spring you will have systems in place, stories articulated, and a clear path for moving forward.

#### Months 6-9: Launch and Cultivate

- Early summer brings launch season. You'll introduce our first annual public giving campaign while beginning deeper major gift cultivation - conversations over tea, walks on the trails, and personal visits. You'll submit your first foundation proposals and by September, you will have

some wins, brought in some donations, and you will feel momentum building as donors respond and relationships deepen.

#### Months 10-12: Momentum and Results

- The final quarter brings results. You'll execute Mount Madonna's first signature fundraising event and see more major gifts. As the year closes, you'll have hit your fundraising goal, established sustainable systems, and woven fundraising into the fabric of Mount Madonna. More importantly, you'll have built trust with leadership, community, and donors who believe in this work. You're not just raising money; you're stewarding generosity that ensures this ecosystem of transformation continues serving seekers for generations to come.

#### QUALIFICATIONS & SKILLS:

##### Required

- 5+ years of proven fundraising experience in nonprofit development, with demonstrated success in individual giving, major gifts, and/or grant writing or transferable experience preferred.
- Track record of success: Evidence of meeting or exceeding fundraising/sales goals preferred
- Exceptional writing and verbal communication skills: Ability to craft and present compelling narratives that inspire giving
- Relationship builder: Natural ability to connect authentically with diverse stakeholders
- Strategic thinker: Can collaborate and develop plans, set priorities, and work independently
- Database proficiency: Experience with CRM systems (preferably with a Donor CRM, Raiser's Edge, Salesforce, or similar)
- Alignment with mission: Genuine interest in transformation, peace-building, education, contemplative practice, and/or community living

##### Strongly Preferred

- Experience in retreat centers, educational institutions, wellness/health organizations, or spiritual/contemplative communities
- Knowledge of Ayurveda, yoga, or Eastern contemplative traditions

- Major gift solicitation experience with gifts of \$25,000+
- Foundation grant writing with successful track record
- Experience building development programs from the ground up
- Familiarity with the Bay Area/Santa Cruz philanthropic landscape

#### Essential Qualities

- Values alignment: Resonance with Mount Madonna's spiritual foundations and commitment to service
- Cultural sensitivity: Ability to work respectfully within a diverse spiritual community
- Self-starter: Comfortable working independently with minimal supervision
- Collaborative spirit: Ability to work effectively across diverse programs and personalities
- Integrity: High ethical standards in donor relationships and financial stewardship
- Adaptability: Comfortable in a small-organization environment where roles are fluid
- Comfort with complexity: Ability to articulate Mount Madonna's ecosystem of transformation

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#### BENEFITS:

- Employer-paid medical insurance after two months of employment. Options for self-paid dental and vision also available.
- Paid vacation accrues at one day per month, increases with longevity
- Paid sick time up to 12 days per year
- Employee-sponsored retirement savings plan after 3 months of employment
- Employees who commute receive one meal per day while working onsite, and reduced overnight accommodations when work-related
- Reduced rates on wellness treatments
- Access to:
  - Meditation, *asana* (postures), and Yoga philosophy classes

- Walking/hiking trails with broad vistas, redwood forests, ponds, and wildlife
- Seasonal retreats and programs
- Community events
- Cafe and bookstore
- Community garden and chickens
- Hot tub

**APPLICATION:** Send your resume and cover letter to [work@mountmadonna.org](mailto:work@mountmadonna.org).

**Application Deadline: November 8, 2025**

- Cover letter (2 pages max) addressing:
  - Your fundraising experience and track record of success
  - What draws you to Mount Madonna's mission and this role
  - Your approach to building philanthropic relationships
  - Relevant experience with educational, wellness, or spiritual organizations
- Resume/CV highlighting:
  - Fundraising experience and specific revenue raised
  - Grant writing experience with examples
  - Relevant software/database skills
  - Professional development and affiliations
- Three professional references (names and contact information)
- Optional: Brief writing or presentation sample (grant proposal excerpt, donor appeal letter, board presentation or case statement — 2 pages max)

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The Hanuman Fellowship dba Mount Madonna Center maintains a policy of providing equal opportunity in all aspects of employment. It is the policy of Hanuman Fellowship to ensure:

a) Equal employment opportunity for all persons regardless of race, color, religion, age, disability, national origin, creed, gender, gender identity, sexual orientation or any other non-merit factor.

b) Equal treatment, including but not limited to recruitment, hiring, promotion, discipline, compensation, assignment, benefits, training, furloughs and rehiring.