



## Position Description - Director of Development

The Director of Development is responsible for the strategic direction, design and planning, implementation, and evaluation of fundraising operations for NARAL Pro-Choice America, NARAL Pro-Choice America PAC, and NARAL Pro-Choice America Foundation. The Director leads and supervises a team of development professionals in achieving the organization's revenue goals and advancing its mission. The Director of Development plays a key role in the leadership of the organization as part of the Management Team and serves as the lead development liaison with the Board of Directors. S/he is responsible for providing leadership and fostering a climate that facilitates meeting the annual and longer term financial and programmatic fundraising goals for the organization.

**Reports To:** Chief Operating Officer

**Positions Directly Reporting To This Position:** Deputy Director of Development, Membership; Deputy Director of Development, Major Gifts; Assistant Director of Development, Special Events; and Assistant Director of Development, Database Management.

### Scope of Responsibilities

#### **Strategic Direction and Implementation**

- Plan and execute effective and comprehensive fundraising programs for NARAL Pro-Choice America 501 c4, NARAL Pro-Choice America PAC, and NARAL Pro-Choice America Foundation 501 c3.
- Develop and implement annual fundraising priorities and plans for an integrated development program (membership/direct marketing, major gifts, special events, planned giving, and workplace giving.) *Note: Grants program is directed by VP of NARAL Pro-Choice America Foundation.*
- Develop annual budgets and income projections; regularly review fundraising department's revenue and expenses, track department-wide progress to goals; regularly update President/COO/CFO on progress; prepare reports and presentations for the Board of Directors.
- Build NARAL Pro-Choice America's funding capacity and culture. Deepen and diversify the revenue base, increase funding from all constituencies. Ensure the development infrastructure supports short-term and long-term goals.
- Personally cultivate and solicit high level gifts from current and prospective donors.
- Participate in the management team in the formulation and achievement of organizational plans, priorities and objectives.
- Work with General Counsel and Chief Financial Officer to ensure legal compliance, as it relates to fundraising for all of the organization's entities, 501 c4, 501 c3, and PAC.

### **Key Stakeholder Relations**

- Establish and maintain effective working relationships with members of NARAL Pro-Choice America and NARAL Pro-Choice America Foundation Boards of Directors, key benefactors, volunteer leaders and colleagues.
- Identify, supervise and direct development and institutional advancement opportunities for the President, members of the Boards of Directors, selected volunteer leadership, and senior staff members.
- Serve as primary liaison to Board Development Committees of NARAL Pro-Choice America Foundation and NARAL Pro-Choice America for all fundraising matters.
- Develop relationships with prospective individual donors to increase funding, membership and visibility for the organization's work.
- Provide support for the President in preparation for events and opportunities with prospective donors.
- Enlist senior management as appropriate in educating donors about the organization's impact and investment worthiness.

### **Supervision**

- Direct, supervise and manage the fundraising staff providing on-going guidance, direction and motivation; hire staff as needed; delegate appropriately and ensure strong internal communication and coordination; evaluate performance and provide opportunities for personal and professional growth; and provide oversight to consultants.
- Lead by example; set high performance standards for self and staff. Foster an environment of achievement and ensure staff accountability through clearly defined and measurable goals.
- Build a sense of teamwork and ownership and empower staff through active communication and delegation - promote intradepartmental and interdepartmental collaboration.
- Create an environment that welcomes differences of opinion, promotes respect for others, and fosters trust and cooperation.
- Oversee relationships with outside vendors and consultants; play an active role in planning and execution, set clear expectations for achieving goals and accountability, and maintain clear and consistent communication.

### **Required Experience and Qualifications**

The successful candidate for this position will be an energetic, innovative, and outgoing professional with many of the following attributes:

- A minimum of 10 years of development experience with a clear track record in developing and achieving fundraising milestones; issue advocacy and/or political fundraising experience a plus.
- Broad knowledge of all areas of fundraising including: major donor cultivation and

solicitation, membership/direct marketing including direct mail, telemarketing, and on-line, planned giving, special events and other innovative development strategies.

- Strong management skills and experience, both strategic and operational, and a demonstrated ability to build, motivate, mentor, and supervise a team of 8 or more staff.
- Broad experience with fundraising data base systems.
- Excellent writing and speaking skills and an ability to translate NARAL Pro-Choice America's mission and programs into effective fundraising initiatives.
- A personal passion and commitment to the organization's mission and an understanding of the choice issue.
- A commitment to contributing to a workplace environment in which diversity is valued and supported.
- An ability to travel.
- A Bachelor's degree is required; advanced degree preferred.

### **Application Process**

NARAL Pro-Choice America is an equal opportunity employer committed to inclusive hiring and dedicated to diversity.

To apply for this position, please send a resume and a substantive cover letter to:

**NARAL Pro-Choice America**

1156 15<sup>th</sup> Street, N.W.

Washington, DC 20005

Fax: (202) 973-3096

**Email: [resumes@prochoiceamerica.org](mailto:resumes@prochoiceamerica.org)**