

Evidence  
Action

Director of Global Fundraising and Communications  
Washington, DC



*Building a world where hundreds of millions of poor people  
have better opportunities and lives*



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# The Mission

Evidence Action aims to be a world leader in scaling evidence-based and cost-effective programs to reduce the burden of poverty. Evidence Action envisions and builds a world where hundreds of millions of poor people have better opportunities and their lives are measurably improved. Armed with this approach, it works with like-minded funders to allocate resources where they can have the greatest impact around the world.

## Flagship Programs



In the four years since its 2013 founding, Evidence Action’s flagship programs have addressed widespread and potentially dire problems with simple, scalable solutions. The Deworm the World Initiative and Dispensers for Safe Water, its two founding programs, have increased their reach five-fold to impact the lives of more than 200 million people in 2017. Improvements to health and welfare have supported children’s physical development and education and improved long-term prospects for healthy, rewarding lives.

## Turning Evidence into Action

The rapid growth at Evidence Action is fueled by six interlocking core values that seek to dramatically improve the alleviation of poverty:

**Evidence First:** Evidence Action is led by facts and goes where the data take it. Robust, rigorous evidence informs its choices and decisions.

**Think Big, Act Urgently:** Evidence Action is unrelenting in its pursuit of results at scale. It knows that poverty does not wait. It acts so that the best ideas deliver benefit to millions.

**Iterate, Again:** Evidence Action reflects constantly and adapts accordingly. It tests, measures, and improves to ensure impact. If something can be done, it can be done better.

**Economize without Compromise:** The biggest impact at the lowest cost is what Evidence Action is after. Evidence Action ensures value for money for all its stakeholders, but knows there is no substitute for quality.

**Challenge Convention:** Evidence Action asks “why” and “why not” in equal measure. It is sincere in its skepticism and incessant in its search for solutions.

**Passion Throughout:** Evidence Action is driven to lessen inequality and improve lives. It takes action, converting impatience into impact.



# Building a Sustainable Organization

To meet its own high standards of program development and delivery, Evidence Action is building systems to make its success renewable and to sustain a pipeline of innovative, high-impact programs. It has already begun to secure both the financial and programmatic resources to do this work. Its first Director of Global Fundraising and Communications will build on this work, collaborating closely with senior leaders in the U.S. and abroad to professionalize a fundraising function tailored to support a data-driven organization.

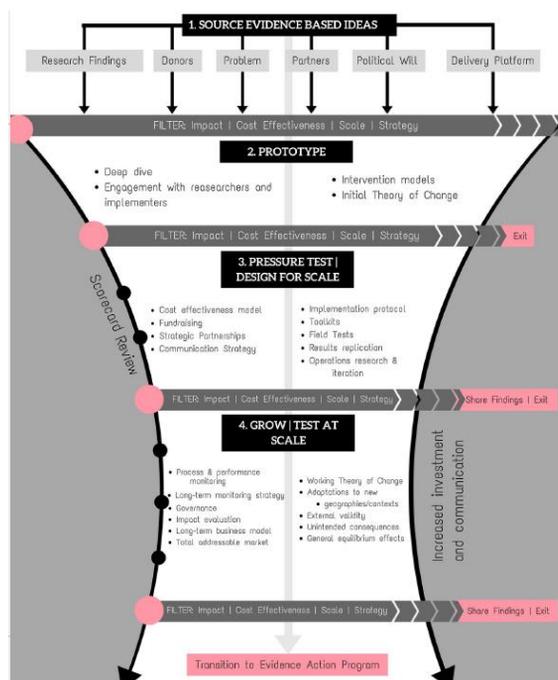
## Building a Donor Pipeline



Evidence Action’s Deworm the World Initiative has been selected for five years in a row as one of GiveWell’s Top Charities worldwide. Powered by such recognition and demonstrable impact, Evidence Action secured contributions and grants worth \$25M in 2016 from like-minded donors who prioritize high-quality evidence and cost-effectiveness to determine how to achieve the greatest good for the greatest number of people. Supplementing program-specific grants is a budding individual giving program that includes small-dollar gifts, major gifts of \$10K+, and donations from charity aggregators. Evidence Action seeks to increase unrestricted giving in order to provide further support for flagship programs and to promote the continued identification, incubation, and implementation of promising new programs through Evidence Action Beta.

## Evidence Action Beta

Evidence Action Beta is an engine of data-driven innovation, employing a systematic process to identify and prototype evidence-based poverty alleviation interventions and then design, test, and deliver them at scale. Evidence Action has adopted an ambitious set of program development targets for 2020, including identification of 6 to 8 projects that can be evaluated for feasibility, creation of 4 to 5 projects ready for large-scale testing, and full-scale implementation of 3 to 4 new programs. A current initiative in the advanced stages of the Beta pipeline is the No Lean Season project, which gives farmers a small travel grant so they can continue to support their families between planting and harvesting seasons. Beta will develop programs that can have an exponential impact on populations living in poverty by holding every program to the same rigorous, data-driven standards.



# The Opportunity

Evidence Action is seeking a Director of Global Fundraising and Communications to build a professional fundraising program that supports cutting-edge international development programs. The Director will support communications and fundraising by the CEO and Board of Directors, lead a team of fundraising and communications professionals based in Washington, D.C., and collaborate with program leads and with Africa- and India-based communications staff. The Director will provide leadership for global activities and programs that diversify and grow financial support and cultivate long-term partnerships with donors and influencers to strengthen the Evidence Action brand.

## *Strategy and Leadership*

- ❖ With senior leaders and Board members, design and implement an organization-wide development/communications strategy that strengthens the Evidence Action brand and markets the organization to a diverse range of supporters, donors, and partners.
- ❖ Develop, implement, and continuously refine a strategic fundraising plan designed to significantly increase all streams of individual and unrestricted giving.
- ❖ Foster broad internal participation in fundraising by leading effective internal communications, building trusting relationships with staff at all levels, and providing training and support to enable staff to confidently participate in fundraising activities.
- ❖ Design, hire, lead, and mentor a small fundraising and communications team; reward innovation and provide opportunities that advance both individual development and organizational goals.
- ❖ Manage and monitor the fundraising and communications budget, prioritizing activities with potential for high return on investment and reporting regularly on initiatives and impact.

## *Donor Pipeline Development*

- ❖ Oversee the expansion of a multi-channel small-dollar donor program, ensuring the identification of high-value targets, development and testing of segmented appeals, and rigorous analysis of data.
- ❖ Create a suite of comprehensive major donor pipeline development initiatives and a management process that improves retention and results in moving donors up the giving ladder.
- ❖ Provide high-level relationship management for a portfolio of major donors, including identification, cultivation, solicitation, and stewardship to secure 5-, 6- and 7-figure gifts.
- ❖ Conduct systematic outreach to deepen relationships with major charitable trusts and charity aggregators, such as GiveWell and Global Giving, with potential to steer support to Evidence Action.
- ❖ Support grant management by providing customized communication collateral, relationship management tools and systems, and other forms of program staff support as needed.

## *Communications and Public Relations*

- ❖ Lead branding and communications activities that promote Evidence Action's visibility in traditional and online media and coordinate effectively with the work of foreign-based staff.
- ❖ Engage Evidence Action staff in creating a pipeline of rich content that fuels the development of compelling communications collateral in print and digital form.
- ❖ Direct the continuous enhancement of Enhance Evidence Action's website to support giving and convert aggregator traffic to donors.

# The Candidate

The Director of Global Fundraising and Communications will be dedicated to Evidence Action's core values and will be comfortable applying these principles to build effective internal operating systems in a start-up environment. S/he will be able to think critically and strategically about how to promote the significant contributions that Evidence Action is making to the international development sector and will have the exceptional relationship management skills necessary to engage internal and external stakeholders in resulting fundraising and communications activities, including Board members, program staff, and international partners.

## *Qualifications*

- ❖ 7-10 years of progressively responsible experience in fundraising/communications; experience in organizations working on international development is preferred.
- ❖ Bachelor's degree is required; advanced degree or continued professional development preferred.

## *Skills and Experience*

- ❖ Demonstrated ability to balance long-term strategy and day-to-day fundraising activities in a small, team-based environment.
- ❖ Comprehensive knowledge of individual giving programs at all levels, from mass market outreach to targeted major donor cultivation, including systems and best practices necessary to support efforts.
- ❖ Track record of developing and implementing strategies that succeeded in increasing an individual donor base and revenue; record of increasing unrestricted giving is highly preferred.
- ❖ Outstanding major gift fundraising record, with a demonstrated ability to secure 5- and 6-figure individual gifts.
- ❖ Ability to create an inspiring case for support that motivates internal and external audiences, including donors focused on impact and cost-effectiveness such as the Effective Altruism community; some experience developing a case for support in a research and development environment is useful but not required.
- ❖ Successful experience engaging senior leaders and Board members in the fundraising process.
- ❖ Familiarity with the community of charity aggregators and their principles/operations.
- ❖ Knowledge of and passion for anti-poverty and international development initiatives, with the ability to serve as a compelling ambassador for Evidence Action's methods and approach.

## *Leadership Style*

- ❖ Enthusiastic hands-on participation in all front-line and back-end aspects of fundraising programs.
- ❖ Flexible and adaptable, with the ability to develop short- and long-term plans that secure buy-in while also taking into account shifting priorities in a dynamic environment.
- ❖ Entrepreneurial and data-driven approach to decision-making, with a willingness to move quickly, engage in a clear-eyed assessment of results, and change course when necessary.
- ❖ Outside the box thinker who is willing to test and deploy innovative approaches in line with Evidence Action's values.
- ❖ Comfort working and building trust with people from diverse cultures and backgrounds, and with geographically distributed staff and matrixed teams that includes direct reports and colleagues running in-country communications.

# To Apply

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Questions, résumés, and CVs should be sent to  
[search@driconsulting.com](mailto:search@driconsulting.com)

All first round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi is an executive search and development consulting firm that places senior executives and works with them to build talented staffs, develop bold strategic plans, and design powerful fundraising programs.

Evidence Action is an Equal Opportunity Employer and is seeking a diverse slate of qualified candidates for formal consideration.



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