



**Vice President of Development
Washington, D.C.**



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Giving Every Child the Chance to Succeed



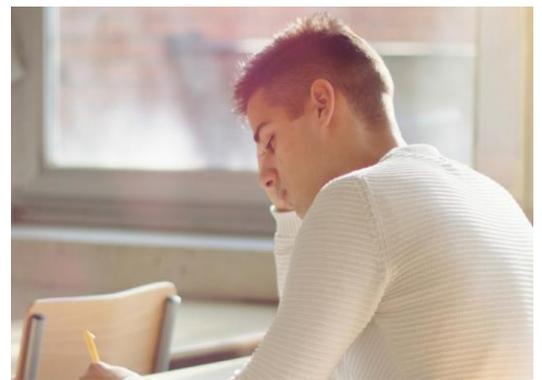
America's Promise Alliance is devoted to creating the conditions for success for all young people, including the millions currently being left behind. The organization's work is powered by the belief that all children are capable of learning and thriving, and that every individual, institution, and sector shares the responsibility to help young people succeed. Today America's Promise Alliance holds partnerships with hundreds of national nonprofits, businesses, communities, educators, youth and individuals behind the promise of providing the means to give every child a chance to succeed.

America's Promise was launched at The Presidents' Summit for America's Future, held in Philadelphia in April 1997 and chaired by Ret. General Colin Powell. All living presidents (Clinton, Bush, Carter, Ford, and Nancy Reagan representing her husband) came to the event to underscore a national commitment to children and youth. Each president signed the Summit Declaration, which set out Five Promises to every child that today serve as the guiding force for the organization: **Caring Adults, Safe Places, a Healthy Start, an Effective Education, and Opportunities to Serve.**



In pursuing its mission, America's Promise is committed to being a workplace of choice for professionals of all backgrounds and from all sectors who are dedicated to bettering the lives and life prospects of young people in America. With its talented staff and an annual operating budget of \$10M+, America's Promise Alliance supports a variety of national efforts, such as the GradNation campaign, which aims to increase the national high school graduation rate to 90%.

As it enters its third decade, America's Promise is excited to grow in its reach and impact. It has designed a 10-year strategic plan to support the organization's philanthropic goals and continue the Five Promises. America's Promise seeks a Vice President of Development to play a key role in raising the funds critical to maximizing leadership and overall impact. The Vice President of Development will support the organization's growth in receiving unrestricted gifts from individuals and corporations, cultivating a fundraising program, and building a development team to connect diverse stakeholders with the mission of America's Promise Alliance.





The Opportunity

America's Promise Alliance seeks a Vice President of Development to support the expansion of a comprehensive fundraising program. Reporting to the Chief Operating Officer, the Vice President will build a development program and team with the goals of securing new donors and expanding support from individuals, corporations, and foundations. The Vice President of Development will manage integrated fundraising strategies with a focus on unrestricted giving from direct mail, digital giving, and special events.

- ❖ Develop and direct the execution of a strategic fundraising plan designed to position America's Promise Alliance for growth and sustainability over the next 10 years.
- ❖ Recruit, lead, manage, and mentor a strong development team that is aligned with funding initiatives and strategic priorities.
- ❖ Create and manage the development department budget, making data-driven decisions that earn a high return on investment.
- ❖ Develop and oversee direct mail campaigns with specific marketing themes and timelines; manage vendor relationships and oversee tracking and analysis of all direct mail solicitation results.
- ❖ Direct integrated digital giving campaigns, including email, website, and social network components.
- ❖ Work in collaboration with communications team members to develop and design the technical infrastructure and delivery mechanisms for e-giving solicitations.
- ❖ Establish and monitor metrics—including response rate, conversion rate, etc.—to assess and continually enhance all direct marketing efforts.
- ❖ Supervise the implementation and continued improvement of data management and tracking systems to facilitate development activities.
- ❖ Lead an integrated prospecting and moves management process that leverages unrestricted giving, personal relationships, and other tools to lay the groundwork for a major donor pipeline.
- ❖ Design and lead a special events program that attracts unrestricted giving from individuals and corporate sponsors and deepens donor and volunteer relationships.
- ❖ Promote and guide the adoption of best practices and innovative approaches to integrated unrestricted giving activities.
- ❖ Represent America's Promise Alliance to key external audiences to diversify and expand support.
- ❖ Support the involvement of the CEO, program staff, and Board members in the solicitation and donor stewardship processes.



The Candidate

The ideal Vice President of Development will be an ambitious, creative, and strategic fundraising leader who is enthusiastic about building programs and sophisticated in developing a high-functioning and multi-channel donor pipeline. The Vice President will be able to inspire and guide a talented team to elevated levels of performance.

Background

- ❖ At least eight to ten years of experience in non-profit development and fundraising, with a focus on unrestricted giving.
- ❖ Experience in an advocacy or youth organization is desirable.
- ❖ Bachelor's degree is required.

Skills and Accomplishments

- ❖ Expertise in the principles and best practices of integrated non-profit fundraising, including small-sum individual giving, corporate support, and special events.
- ❖ Demonstrated ability to develop donor acquisition strategies that expand and diversify pipelines and increase unrestricted revenue streams.
- ❖ Experience overseeing the development of compelling fundraising messages.
- ❖ Facility with communications and tracking technologies essential to contemporary direct marketing efforts.

- ❖ Record of successful outreach to corporate partners that increased donations and deepened long-term relationships.
- ❖ Experience overseeing special events, including recruiting and engaging volunteers, soliciting sponsorships, and developing programs.
- ❖ Experience managing special event, and other third-party vendors.
- ❖ Record of personally securing gifts from individuals, foundations, and corporations.
- ❖ Demonstrated ability to lead a high-performing fundraising team.
- ❖ Commitment to the mission of America's Promise Alliance.

Leadership Style

- ❖ Entrepreneurial spirit and initiative, with a track record of establishing and exceeding ambitious revenue goals.
- ❖ Ability to plan, lead, and manage long-term projects.
- ❖ Capacity to work easily and effectively with a wide range of people and build strong relationships.
- ❖ Comfort working in a fast-paced, flexible, collegial, goal-oriented and entrepreneurial environment.





Questions, résumés, and CVs should be sent
to 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 recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

America's Promise Alliance is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.



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