



National CASA Association Seeks National Resource Development Officer

Location: Seattle, WA

Posted: 2/3/17

The National CASA Association, together with a network of state and local programs, works to train, support, and retain court-appointed volunteers and guardians ad litem who work in the best interests of our nation's most vulnerable children. Volunteers work tirelessly to ensure every abused or neglected child can be safe, be secure in a permanent home, as well as receive the critical support necessary to thrive and succeed. Resource development efforts will secure the funds necessary to build new tools and techniques that will help state and local programs to recruit and retain volunteers, serve more children, and better measure impact.

Position Summary:

The Resource Development Officer serves as a senior member of the Advancement Department. The officer works in partnership with the organization's senior leaders, contributing strategies and leadership to help increase unrestricted giving, improve fundraising operations, improve donor communication and solicitations, and support the CEO, board of directors, and other leaders in their fundraising and outreach efforts. The officer will lead a year-round acquisition and cultivation program that will involve all forms of donor cultivation, solicitation, and retention and will lead foundation relations and grant writing efforts.

Responsibilities include fundraising strategy development, management of fundraising operations including donor database and reporting systems, leading annual campaigns, supervision of fundraising support staff, and overseeing donor communications and cultivation events.

Partnering Relationships:

The Resource Development Officer will partner closely with the Strategic Partnerships Officer, Network Resource Development Director, and the marketing and communications team to achieve the goal of increasing resources in order to advance the organization's mission of ensuring a CASA/GAL volunteer for every child in the foster care system. To accomplish this, the officer will work with and across all departments and stakeholders to establish plans, deliverables, and measurable objectives.

Reporting Relationships:

The Resource Development Officer will report to the Chief Advancement Officer and collaborate with the cross-functional teams at the National CASA Association.

Core Duties and Responsibilities:

Leadership & Management

- Work with senior leadership to form, evaluate, improve and direct Resource Development strategies.
- Supervise assigned team members and identify additional staffing needs.
- Lead the development and continued refinement of a comprehensive, best-practice individual giving and foundation grants program.
- Help the organization reach a high level of productivity for all development activities.

Annual Fund

- Create a comprehensive strategy for the Annual Fund and related campaigns to grow the donor base, increase current donor giving, and support pipeline to major gifts.
- Conduct ongoing analysis and improvement of the campaign performance, including corporate engagement collaborations and matching fund partnerships.
- Develop a master plan and calendar for all fundraising campaigns and events.
- Work with the Advancement team to provide a clear and imaginative strategy for online communication and solicitations; this includes creating and implementing a program that maximizes the use of social media and Internet solicitations.
- Write campaign messages, solicitations, promotional materials, and donor correspondences.
- Conduct regular, thorough assessment of fundraising efforts and annual fund performance through detailed, statistical analysis of the donor pool, response rates, ROI, etc., and establish a clear set of benchmarks.
- Research and incorporate ongoing Annual Fund “best practices” and develop new and creative strategies to increase support.

Data Tracking and Management

- Lead improvements to information management & support services, overseeing gift processing and acknowledgement systems, and growing organizational capacity for prospect research.
- Develop a deep knowledge of giving patterns and create a strategy to recruit, develop, solicit and retain an ever-increasing pool of regular supporters. Growing out of this analysis will be careful donor segmentation and a specific, unique strategy to communicate with each constituency.
- Support the overarching goals of the Advancement department by providing assistance to the events and activities of others in the department as the needs arise.

General Fundraising

- Develops new fundraising campaigns and events, including the future coordination of a capital campaign feasibility study.
- Works with team to enhance and/or implement development opportunities including foundation research, relationship building and grant writing.

Experience and Professional Qualifications:

General

- Bachelor's degree required, Master's Degree desired.
- 7-10 years of work experience in fundraising roles.
- Proven success in nonprofit management.
- Experience in managing annual funds with a diverse donor base.
- Experience in planning, leading, and managing development projects, including coordinating with peers to achieve desired outcomes, and tracking and reporting on progress to senior managers/board of directors.
- Skilled in creating powerful, compelling written and oral communications for fundraising; ability to convey complex ideas through brief, simple materials; experience and credibility when presenting materials to external audiences
- Excellent presentation and interpersonal communication skills.
- Project management skills, including planning, budgeting, and the ability to balance multiple tasks and projects while delivering quality work on schedule
- Takes initiative and actively seeks to deepen current donor relationships and to forge new ones.
- Gets others to accept ideas by using convincing arguments, creates a win-win situation and responds appropriately to key stakeholders.
- Effective at working with others to reach common goals and objectives.
- Skilled at establishing and cultivating strong relationships with peers, across different levels of the organization and externally.
- Strong interpersonal skills, sound judgment, and the ability to work independently as well as collaboratively internally and externally.
- Ability to embrace and exemplify organizational competencies and values
- Works well under pressure with deadlines and is skilled in prioritizing responsibilities.
- Demonstrates a history of continuous improvement through professional development.
- Experience with Raiser's Edge.
- Ability to become a steward and ambassador for the CASA/GAL mission and brand.

Salary and Benefits:

National CASA offers a competitive base salary plus benefits, generous paid leave, healthcare benefits, and work/life balance policies. This is a full-time exempt position.

Organizational Values:

Adaptability ◦ Collaboration ◦ Integrity ◦ Respect ◦ Quality ◦ Service ◦ Stewardship

National CASA is headquartered in Seattle, Washington, with a second office in Washington D.C. and is committed to an inclusive and welcoming workplace environment. National CASA is proud to have been recognized for Excellence in Workplace Flexibility by the Alfred P. Sloan Foundation, as one of Washington's Best Workplaces by the Puget Sound Business Journal, and as a Best Adoption Friendly

Workplace by the Dave Thomas Foundation for Adoption. National CASA has been certified by the Standards for Excellence Institute for ethics and accountability in the nonprofit sector.

To apply: Send resume and cover letter to employment@casaforchildren.org with a subject line that states National Resource Development Officer.

Note: Applicants are encouraged to apply as early as possible. Screening and selection processes may commence prior to this posting's closing date in order to fulfill critical business needs.

NATIONAL COURT APPOINTED SPECIAL ADVOCATE ASSOCIATION
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