



## **Reach Out and Read Director of Individual Giving Job Description**

### **About Reach Out and Read**

For almost three decades, pediatricians and other pediatric primary care practitioners across the United States have been partnering with Reach Out and Read (ROR) to advance the healthy development of the children (birth aged through five years old) who visit their offices. Our simple model of “prescribing books” brings more than 4.7 million children in contact with rich opportunities to learn and grow each year. By partnering with doctors’ offices, we connect with children and families early to stimulate brain development and foster the foundations needed for long-term success. We aim to support all families and children but because we are serving nearly one-quarter of children living in poverty, our work can help combat the effects of income inequality and close the opportunity gap.

### **THE OPPORTUNITY**

As this is its 30<sup>th</sup> anniversary year, Reach Out and Read has leveraged the opportunity to develop its new strategic direction – *The Next Chapter* – which focuses on strengthening and growing its core programmatic model, and builds upon its success of scaling within the pediatric primary care platform over the past three decades. This means a renewed focus on best practice, medical provider training, strategic collaboration with partner organizations, and new research – all with a lens towards greater impact on children and families during the earliest years of life. Reach Out and Read seeks to amplify its message by deepen engagement with its current donor base and bringing in new supporters, at all levels, to demonstrate the collective impact they can have in this critical period of life.

Reach Out and Read’s national office seeks a seasoned, results-oriented, and entrepreneurial development professional to join a dynamic team in Boston. Reporting to the Chief Development Officer, the Director of Individual Giving will create and manage a growing individual and major gifts program to secure philanthropic support from individuals at all levels to achieve organizational goals.

Working closely with senior leadership and key stakeholders throughout the organization, the Director of Individual Giving will be responsible for supporting effective fundraising from individuals and maximizing such efforts across a national network that includes a national center and more than thirty affiliates across the country. The Director of Individual Giving will focus on leading work that supports the national center and also provide direct support to affiliates across the country. The Director of Individual Giving will supervise the Director of Development Operations and a Major Gift Officer.

The Director of Individual Giving will be an experienced front-line development professional with a strong knowledge of and track record in broad-based individual fundraising and engagement best practices that result in closing major gifts. Successful candidates will have experience working across a national network to provide technical support and guidance to affiliate Executive Directors and their teams while also remaining fiercely focused on individual giving opportunities that support the organization as a whole. Special emphasis will need to be placed on developing strategies to cultivate new donors and networks.

## **KEY RESPONSIBILITIES**

### **Fundraising:**

- Direct all fundraising activities with individuals, including identifying opportunities and prospecting, implementing targeted strategies for each opportunity, and soliciting and stewarding donors.
- Develop strategies that focus on cultivating new donors across the organization, including the national center and regional affiliates.
- Develop and execute ambitious but achievable long-term national major gifts and annual fund strategy for increasing annual giving from individuals across the organization, with the goal of increasing individual fundraising from \$1,000,000 in FY20 to \$1.5MM within three years.
- Lead, support, and grow a still-evolving major gifts program, with the goal of generating at least \$500,000 in gifts \$1,000 and above annually. Support Major Gifts Officer to launch Reach Out and Read's first Leadership Donor Circle for major donors who make single-year and multi-year pledges.
- Provide ongoing support to the Chief Executive Officer's work with top leadership prospects and donors.

### **Organizational Leadership and Management**

- Work closely with the Chief Development Officer and senior leadership to create and implement an individual fundraising strategy and development plan that aligns with Reach Out and Read's strategic growth plan, business model, and core values.
- Provide leadership, strategy, and management for Reach Out and Read's individual giving team, including successful execution of the Annual Fund and Major Gifts program, creating an environment of respect, accountability, motivation, professional growth, and high productivity.
- Work in close collaboration with the CEO on supporting Reach Out and Read's Board of Directors in their fundraising initiatives.

- Partner with regional Executive Directors and provide guidance and support in their individual development strategies.
- Identify and implement strategies that support program staff members' role in donor engagement and stewardship.
- In partnership with the Executive Leadership Team and the Chief Development Officer, prepare and monitor Reach Out and Read's annual fundraising plan, budget, and revenue forecasts.
- Provide accurate projections for budgetary and financial reports and monitor and report on performance against plan and budget.
- Maintain a working knowledge of significant developments and trends in the field of early learning, as well as issues and trends affecting nonprofits.

Cultivate organizational understanding that fund development and philanthropy are critical to our mission and organizational health.

## **QUALIFICATIONS & EXPERIENCE**

There are innumerable ways to learn, grow and excel professionally. We respect this when we review applications and take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring the work. We are most likely to be interested in your candidacy if you can demonstrate the majority of the qualifications and experiences listed below.

## **KNOWLEDGE AND SKILLS**

The ideal candidate is a passionate, professional, results-oriented, and entrepreneurial individual capable of building and growing resources for an organization with tremendous partnership and expansion potential.

### **Required Qualifications:**

- 10+ years of professional fundraising experience in a comprehensive fundraising shop
- Proven track record of growing annual and major donor pipelines and expanding fundraising programs, ambition and ability to dramatically grow Reach Out and Read's philanthropic revenue from individuals at all levels
- Expertise in establishing and stewarding relationships with prospective and current donors; significant experience closing six and seven figure gifts
- Ability to successfully build new or expanded annual and major gifts programs
- Strong leadership and management skills, including excellent organization, project management, and time-management skills, with attention to detail and follow-through.
- Demonstrated ability to influence, educate and engage colleagues and work effectively with senior leaders with diverse perspectives
- Strong interpersonal and public communications skills, including effective public speaking experience and excellent writing ability.

- Self-motivated and inspirational problem solver with demonstrated ability to coach, manage, and develop high performing, diverse teams to achieve strategic objectives.
- Entrepreneurial, energetic, flexible, collaborative, and proactive; a team player who can positively impact both strategic and tactical fundraising and development initiatives
- Confidentiality, integrity, humility and direct communication style
- Bachelor's degree required; advanced degree preferred

**Helpful Experience and Skills:**

- Experience working for a national organization with a network of affiliates
- Knowledge of and/or interest in early childhood literacy
- Experience with Salesforce CRM
- Background in, or familiarity with, early childhood development or pediatrics a plus, as is experience working in or with community health centers and/or physicians.

**Willingness and ability to travel approximately 10-20%.**

**COMPENSATION & BENEFITS**

Salary will be competitive with similar roles at non-profit organizations of a comparable size, and you will also receive a robust benefits package. We offer medical and dental insurance, 401(k) retirement plan with match, paid vacation, professional development stipend, and more.

**ABOUT REACH OUT AND READ**

*Our Mission: To give young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.*

- Reach Out and Read program sites are located in more than 6,400 hospitals and health centers in all 50 states, and Washington, D.C.
- Reach Out and Read serves more than 4.8 million children and their families annually.
- More than 7 million new, developmentally appropriate books are given to children annually.
- More than 34,000 medical providers currently participate in Reach Out and Read.
- Sixteen independent studies demonstrate that Reach Out and Read parents are four times more likely to read regularly to their children and, as a result, children's language development is enhanced.

To learn more about Reach Out and Read, visit [www.reachoutandread.org](http://www.reachoutandread.org).

**EQUAL OPPORTUNITY EMPLOYER**

*Reach Out and Read is an equal opportunity employer and does not discriminate on the basis of sex, race, color, religion, sexual orientation, national origin, cultural heritage, ancestry, political belief, age, marital status, pregnancy, physical or mental disability or veteran status. Reach out and Read is compliant with the American with Disabilities Act and we are committed to making special accommodations for your interview or work as a member of our team.*

To apply, email resume and cover letter to [jobs@reachoutandread.org](mailto:jobs@reachoutandread.org).