



**DIRECTOR OF DEVELOPMENT
DEL ORO DIVISION
OPPORTUNITY GUIDE**

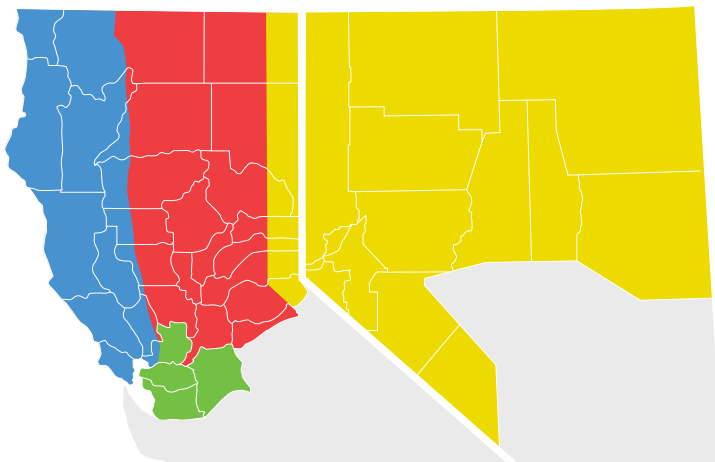


**DOING THE
MOST GOOD®**

ABOUT THE SALVATION ARMY DEL ORO DIVISION

The Salvation Army, an international movement, is an evangelical member of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the Gospel of Jesus Christ and to meet human needs in His name without discrimination.

The Salvation Army annually helps more than 23 million Americans overcome poverty, addiction and economic hardships through a range of social services. By providing food for the hungry, emergency relief for disaster survivors, rehabilitation for those suffering from drug and alcohol abuse, clothing and shelter for people in need, and camp and recreational programming for community youth, the Salvation Army is doing the most good at 7,600 centers of operation around the country. Eighty-two cents of every dollar the Army spends is used to support those services in 5,000 communities nationwide, and as a branch of the Christian Church, the ultimate goal of all programs is the spiritual regeneration of all people. In the first-ever listing of “America’s Favorite Charities” by The Chronicle of Philanthropy, The Salvation Army ranked as the country’s largest privately funded, direct-service nonprofit.



The Del Oro Division is part of the Western USA Territory (THQ), one of the Army’s four U.S. geographic service areas. Divisional Headquarters for the Del Oro Division is located in Sacramento and the division is comprised of portions of Northern California and Northern Nevada. The division is further divided into geographic areas where services and ministry are provided. These locations, often called Community Centers or Corps, are led by a local leader. Additional programs are conducted in outlying areas (more remote areas) by dedicated staff and volunteers. It is only through this highly complex structure that The Salvation Army can Do the Most Good and meet human needs in His name.

Under the leadership of Major John Brackenbury, the annual operating budget of the Del Oro Division is \$70 million, with approximately \$47 million coming from contributions from donors. The balance of the revenue comes from government fees and grants, thrift store sales and endowment. The Salvation Army is a nonprofit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code.

In providing its programs and services, The Salvation Army is committed to accommodating all those in need without unlawful discrimination or harassment based on age, race, color, religion, sex, national origin, marital status, disability, citizenship, sexual orientation, gender identity, gender expression, or any other characteristic in accordance with their capacity to help. Celebrating its 156th Anniversary last year, their message is based on the Bible, and its ministry is motivated by the love of God. William Booth and his wife, Catherine, founded The Salvation Army in 1865 to serve London’s worst poverty-stricken districts.



THE OPPORTUNITY: DIRECTOR OF DEVELOPMENT

The Del Oro Director of Development (DOD) will provide vital leadership in development via the administration of fundraising/ external relations (annual giving, corporate giving, foundation and other grants, direct marketing, digital fundraising, special events, major gifts and planned giving) and communications (marketing, volunteer/Board engagement, social media, public relations, and communications). Reporting directly to the Divisional Commander (aka the local CEO), the Director of Development will be an integral member of the senior management team (termed Command Finance Council) working in close partnership with The Salvation Army's Officers, Corps, Advisory Board Members and other key stakeholders.

The DOD will also be responsible for inspiring annual and long-term fundraising initiatives and setting ambitious and attainable goals to grow the annual operating budget, ultimately furthering the impact of the Army's work in the region. This position is that of a "player/coach", and the Director will lead and manage the team and drive their revenue results. The DOD will guide a productive and results-oriented departmental environment, emphasizing and encouraging collaboration, accountability and donor-centric activities in direct support of family services, senior housing/meal delivery, youth programs, shelters, disaster response, and holiday programs, including its world-renowned Red Kettle campaign, among other programs. Lastly, as an urgent need specific to this region of the country, the Director will oversee emergency-response fundraising due to the region's wildfire season and expand efforts to turn disaster related donors into long-term investors in the Army's mission.

PERFORMANCE OBJECTIVES

Leadership and Management

- Oversee all development operations and supervise all professional staff (with 12 direct reports) to ensure they work effectively with all section and department heads at Divisional and Territorial Headquarters, as well as with key volunteers.
- Provide leadership and support to all development staff in the various development and marketing functions, including community relations, direct mail, grants and foundations, corporate giving, Advisory Boards, campaigns, planned giving, and all development department support staff. Direct, train, inspire and lead work-related accountability relationships (performance goals and expectations).
- Provide leadership and support to all department staff with resources for training and annual performance evaluations, and make recommendations for new hires, employment separations and position/compensation changes.
- Maintain responsibility for all department administrative duties, including the preparation and management of strategic plans and budgets for the Command Finance Council (CFC).
- Possess a clear understanding of the goals and objectives, organizational structure and reporting hierarchy of all TSA operations within the Del Oro Division. Certify that all reports related to the Department required by the Division and THQ are prepared and submitted in a timely and professional manner.
- Work cooperatively with the Territorial Executive Director of Development and other Territorial professional staff to develop and implement program standards, business practices, policies and other THQ initiatives.

Fundraising and Marketing

- Establish new and strengthen existing relationships with individuals and build alliances with corporations and foundations with a focus on outright mission donations, as well as grants, sponsorships and partnerships.
- Maintain a personal donor portfolio of strategic relationships (approximately 30 individuals, corporations, foundations, or organizations, etc.) that result in advancing tactical relationships annually via education, cultivation and soliciting of gifts.
- Ensure that all development staff apply healthy stewardship principles and actions to all current and future Army donors wherever they may live in the Del Oro Division. This will include, but not be limited to, customer servicing, communications, education, recognition, gift solicitation, donor acknowledgement and impact reporting.
- Work with the Director of Public Relations and Communications to ensure the efficacy of strong and proactive public relations, branding and social media programs throughout all markets in the Division to augment awareness. This includes oversight of publications and promotions to maximize their impact.
- Provide guidance to facilitate the research, planning, cultivation, solicitation and stewardship of national, multi-year grants and investments.



PERFORMANCE OBJECTIVES

Community, Volunteer and Advisory Board Relations

- Work closely with Corps Officers to maintain and develop The Salvation Army advisory organizations (local Advisory Boards) within the division to include the training, recruitment, orientation, effective utilization and regular evaluation of Boards and individual members. Ensure best practices in Board recruitment, orientation, standards, goal setting, committee work, fundraising, and member engagement.
- Serve as a resource to the divisional Advisory Boards alongside Officer Leadership, deploying staff as needed to effectively manage and support successful Board communications, meetings, committees, events and projects.
- Represent as an articulate, enthusiastic and visible spokesperson at public meetings, reception and events, seminars, service clubs and other group gatherings of media, philanthropic, corporate and civic leaders.
- Oversee community relationships, including its volunteers, throughout the division to create favorable public support for The Salvation Army.

Field Support and Leadership

- Support capital campaigns throughout the division and provide the resources and guidance to the field in order to make the campaigns successful. Become familiar with capital campaign potential for each community served.
- Provide technical and practical development activity support and consultation to any and all ministry or service units within the division as need is determined and communicated.
- Support successful planning and execution of capital and endowment campaigns, working with consultants and leadership volunteers as needed along with internal leadership, development staff and other key stakeholders.





THE QUALIFIED CANDIDATE

The Salvation Army Del Oro Division seeks an inspirational, savvy fundraising professional and entrepreneurial and motivating manager to serve as the lead strategist and primary executor of initiatives, bringing the Del Oro Division to a new level of success in philanthropy and community awareness. The effective candidate will be a goal-oriented, dynamic leader with demonstrated abilities in generating diverse, contributed income revenue streams and managing teams of matrixed fundraising and marketing professionals. The Director of Development will bring a deep desire and energy to break into new grounds to exceed fundraising goals, coupled with a gift to identify and develop opportunities for donors and the Army to come together. The DOD will be a passionate, experienced fundraising professional who is motivated by a faith-based mission and the opportunity to create a roadmap for funding and long-term sustainable resource development programs.

Specific Requirements Include:

- Passion for The Salvation Army's mission, coupled with a strong commitment to know and understand the Army's history, mission and structure, as well as its services, policies and procedures.
- Ability to work in a distinctively Christian environment.
- A minimum of seven years of successful development experience and a minimum of five years executive-level management experience in all aspects of fundraising including direct mail, grant writing, online giving, major gifts, planned giving, special events, capital campaigns and public relations.
- Career track record that shows stability within organizations.
- Proven ability to develop, nurture and build relationships with diverse individuals in different geographies, including executives, volunteers, donors and internal stakeholders such as staff, program operators, Officers and professional colleagues.
- Demonstrated ability to set, achieve or exceed goals and meet deadlines with a natural capability of juggling and managing multiple projects and people.
- Engaging personality and good listener, excelling in stewardship with direct donor interaction, including discussions of personal and family finances and solicitation of funding support.
- Willingness and ability to travel on a regular basis throughout the Del Oro Division with a focus in Sacramento County. Valid Driver's License and a clean driving record required. Administrative and management meetings will be held mainly at Divisional Headquarters (DHQ) in Sacramento, with occasional travel outside the Division for conferences and territorial meetings. Approximately 40% of the month will be spent in the field with non-Sacramento locations.
- Bachelor's Degree required; Advanced degree and/or CFRE credential preferred.

HOW TO APPLY

The Salvation Army offers a competitive salary and a comprehensive benefits package, including a car, and coverage of gas and all maintenance/repairs, etc. The car will be assigned upon employment and the Director will submit a monthly mileage log of personal use. The DOD position finalist will be required to submit to full background, including a clean driving record, and reference checks.

Relocation can be negotiated; the Director will be required to live within commutable distance to the DHQ in Sacramento.

The Salvation Army is an Equal Opportunity Employer and committed to providing a respectful environment for all applicants and employees that is free from unlawful discrimination or harassment based on age, race, color, religion, sex, national origin, marital status, disability, citizenship, sexual orientation, gender identity, gender expression, or any other characteristic protected by law. Such equal opportunity for employment will apply to recruitment and hiring, training, promotion, salaries and other compensation, transfers and layoffs or termination.

APPLY HERE

To assure confidential tracking of all applicants, no applications will be accepted via email. **ALL INQUIRIES WILL BE HELD IN STRICT CONFIDENCE.** All candidate submitted materials and credentials will be reviewed for consistency and accuracy. Candidates can expect that KEES will verify employment/academic/background information both in the screening process and for the finalist(s) in a formal background check.

This search is being managed by Heather Eddy, President and CEO of Kistner Eddy Executive Services (KEES), and Katie VanderKlok, Project Manager. Questions may be addressed to inquires@kees2success.com.



About KEES

KEES (formerly Alford Executive Search) is a nonprofit executive search firm that builds diverse teams with dynamic leaders in the nonprofit and public sectors. A woman owned and operated firm, KEES offers a full array of nonprofit consulting services including executive search, leadership development, interim staffing, and HR support. For more information, please visit www.kees2success.com.

