



concordia
place



Vice President of Philanthropy and Marketing

Opportunity Guide

concordiaplace.org

About Concordia Place

With 4 centers across Chicago and a 5th in planning mode, Concordia Place disrupts social inequities through access to top-quality education, enrichment, and hands-on experiences that include all children, teens, and families—together. By proactively addressing key social and economic needs, Concordia Place provides services that support well-being and maximize potential, which in turn helps communities thrive and remain vibrant.

Concordia Place welcomes people from all backgrounds, regardless of race, language, ethnicity, faith, or socioeconomic status, and seeks the common threads that bind together a community, rather than differences that could divide. To make the programs affordable for all, Concordia Place takes pride in combatting economic segregation by providing sliding tuition scale options and select services for free. In 2023 the long-standing founder moved on to her next chapter and the Board selected a new Chief Executive Officer to help create a vibrant new future. [Grace Araya](#), the new CEO, has challenged Concordia Place to look to the community for where to say, "Yes." Responding to Chicago's influx of migrant families, Concordia Place enrolled over 150 newly arrived children in its early childhood education programs, achieving one of the highest enrollment rates for migrant children in Chicago.

During fiscal year 2024, 54% of the children enrolled at Concordia Place received public support or reduced cost due to the sliding scale and discounts up to 50%. Concordia Place has always operated from a stable financial position. Operating as one organization, Concordia Place continues to grow and expand, opening new programs and centers in new communities. The market and those served by Concordia Place change as our communities evolve, and there is an increased focus on forward, strategic, and intentional planning to ensure not only sustainability, but growth for our long term future. With individuals of different backgrounds, faiths, and cultures, Concordia Place is a team, a family, united by mission and vision.

Concordia Lutheran Church, a member congregation of the Evangelical Lutheran Church in America, formed Concordia Place in 1981 as a social ministry outreach rooted in the Gospel message of God's grace for all people. Our faith in Christ's mission to "love God and love our neighbors" is our lens through which we view and evaluate all our actions.

Concordia Place disrupts social inequities through top-quality education, enrichment, and experiences.



Concordia Place Programs

Early Learning and Preschool: cognitive, social, emotional, and physical development for children 6 weeks to 5 years old at 4 education centers with bilingual classrooms.

Home Visiting: one-on-one meetings 2x a month with parent/guardian, their child, and an early childhood development expert.

School-Age 365: blending recreation with education, after-school enrichment and summer camp use Illinois learning standards to keep children learning all year.

Teen Leadership: year-round program to build practical and life skills that drive academic, career, and personal achievement.

The Opportunity: Vice President of Philanthropy and Marketing



Reporting to the President and CEO, the Vice President of Philanthropy and Marketing (VP) will provide direction and management of the fundraising/development/marketing areas, as well as corresponding support for donor relations, annual/major gifts, campaigns, communications and social media, and special events, corporate, foundation, planned giving, and select public funding. The priority for the role is a focused general leader in philanthropy.

The VP will be responsible for building Concordia Place's philanthropic reach, visibility, and position in the community, to support the organization's sliding scale model for tuition which is critical to the mission as a Place for All. The successful candidate will be a collaborative team member who can build strong relationships with existing and new donors, members of the Board, staff leadership, families, and members of Concordia Church to create a culture of philanthropy in the organization. A core component of this role will also include deepening relationships with existing donors, building and managing a philanthropic pipeline to steward supporters into more significant benefactor roles for Concordia Place. With a proven track record in cultivating

new donors and establishing major giving, the VP will create cultivation and solicitation plans and stewardship opportunities and events.

The department currently comprises 3 FTEs, including the VP and two direct reports: the Annual Fund Director and the Grants Manager. A dedicated Communications role previously existed. Within the first year, the VP will evaluate the department's structure and determine the necessary positions to establish a strong philanthropy team aligned with strategic objectives. A key priority will be conducting a comprehensive audit of the development program's history and current state to inform future strategic planning for Concordia Place.

During the initial months, onboarding will focus on internal organization and understanding the unique culture of Concordia Place. However, this role is inherently external-facing. The VP will actively participate in external meetings alongside the CEO and, shortly after onboarding, will engage independently with donors. At least 40% of the role in the first year will be dedicated to external relationship-building and donor engagement.

Performance Objectives



Administration, Management, and Strategy

- Lead, develop, motivate, supervise, and maintain a highly effective, productive, and cohesive staff with both relational skills and professional/technical expertise.
- Develop, implement, and monitor measurable objectives for all direct reports that sustain focused areas of philanthropy (i.e., annual fund, major gifts, grants, etc.).
- Review and create policies, procedures, and functions to encourage success and accountability.
- Ensure that the development pipeline is continually being filled and strengthened in areas including individual, corporate, and foundation giving.
- Track industry trends, strategy, and best practices, including educating others and evaluating opportunities for continuous improvement. Act as a resource for current practice and strategy, particularly around published materials on current industry trends.
- Monitor budget and revenue targets and ensure that the department performs within revenue and expense guidelines and expectations. Utilize data and evaluative measures to assess donor satisfaction, identify improvements, and implement modifications.
- Work in close collaboration with leadership, program, finance, and other internal partners to present resource development needs that correspond to where donors and prospects wish to make an impact, while always being responsive to each donor's interests and attentive to fiduciary responsibilities (donor intent with gifts).
- Develop and execute comprehensive annual and long-term development plans, including timelines, budgets, goals, and key deliverables, while cultivating strong relationships with key donors, church and community leaders, volunteers, and potential partner organizations to enhance engagement and support.

Performance Objectives

Donor Stewardship and Portfolio Management

- Support the Board of Directors, Development Committee, and the President and CEO in their efforts to strengthen donor relationships; exemplify and model the highest level of strategic donor interaction. Prepare leadership for personal donor stewardship and solicitation, and support their work.
- Work, as appropriate, with leadership volunteers to identify and secure visits with those in their peer networks, with past leaders of the organization, alumni, and other stakeholders.
- Manage the CRM (Every Action) process, including ensuring the validity of all data in the fundraising database and tracking systems.
- Prospect for donors and direct prospect research utilizing the CRM (Every Action) database, recommendations from stakeholders, and other means to identify and qualify donors.
- Lead by example and ensure excellent customer service is provided to donors through accessibility to program staff and leadership (as granted), timely responsiveness, quality in all interactions, and personalized communications.
- Work diligently to meet agreed upon monthly and annual activity and revenue-producing goals, and be purposeful about every visit, communication, and the desired outcome for each "touch."
- Cultivate and maintain relationships within the Lutheran community of donors as well as Concordia Lutheran Church members, with a particular emphasis on engaging individual donors and facilitating planned giving initiatives.
- Oversee and ensure the integrity of regular reporting on goal achievement to demonstrate progress, identify areas of concern, and revise strategies as needed.

Marketing and Communications

- Provide a best practice approach to Concordia Place's efforts to effectively communicate the mission, goals, and accomplishments to donors, prospective donors, and the broader community.
- Create new and innovative marketing and outreach strategies using technology and social networks to increase the visibility of the organization for diverse, new audiences.
- Develop solicitation materials related to fundraising that tell the stories of those served and share the organization's impact on the community.
- Promote integrated and personalized messaging to all audiences based on primary connections and motivations for engagement. Concordia Place and Concordia Lutheran Church are closely partnered in mission, leadership, and purpose in serving our community.



The Qualified Candidate

Concordia Place seeks an experienced fundraising leader and manager with a deep belief in its mission and unwavering commitment to creating and cultivating internal and external partnerships to achieve strategic goals. The successful candidate will be a results-oriented program and team builder with a strong ability to galvanize teams resulting in increased performance. The Vice President of Philanthropy and Marketing (VP) will bring experience in a wide variety of philanthropic functions, a general knowledge of marketing and communications, and be able to execute and demonstrate the pillars of fundraising for their team.

Forward-looking and innovative, this individual will bring a fresh perspective to attract new donors with compelling stories to support Concordia Place in its four program areas. With strong interpersonal and communication skills, this executive will be comfortable engaging with a variety of people. The VP will leverage Concordia Place's networks and establish new partnerships to obtain support and achieve results for this vital community resource.

This role will interact with donors, prospects, stakeholders (such as parents, Board Members, community leaders, and industry leaders), and Concordia program leaders that may require frequent in-person meetings, onsite visibility, and events within and outside of normal business hours. Some hybrid work is possible, and the VP will be regularly required to be at multiple locations even within the same day and must be able to easily commute between them.

Don't check off every box in the requirements listed? Please consider applying anyway! Studies have shown that underrepresented communities - such as women, people of color, LGBTQ, people with disabilities, and immigrants — are less likely to apply for jobs unless they meet every single qualification. Concordia Place is dedicated to building an inclusive, diverse, equitable, and accessible workplace that fosters a sense of belonging — so if you are excited about this role but your experience doesn't align perfectly with every qualification in the job description, we encourage you to consider still applying.

Specific Requirements Include:

- A minimum of 5 years of demonstrated success in developing and leading fundraising strategies, preferably for an organization focused on nonprofit, early childhood education, youth development, and/or faith-based social services. Three years of experience managing a development team with at least two professionals; and 1-2 years of cultivating and soliciting major gifts, experience with planned giving is a plus.
- Strong analytic and strategic-thinking skills, with a demonstrated ability to create, implement, and monitor complex plans and then translate those plans into goals and concrete strategies.
- Proven results in donor acquisition, moves management, and cultivation. Experience managing a portfolio of donors; demonstrated success with gift asks exceeding \$10,000.
- Deep understanding of Development strategies and best practices, with a generalist mindset.
- Track record in building strong and productive work teams with a focus on mentoring and nurturing staff development.
- Proven ability to build strong external relationships with a variety of volunteers, public leadership, partner organizations, families, and other stakeholders.
- Ability to engage with diverse audiences, including donors, board members, families, church leaders, volunteers, staff, etc. to inspire and generate enthusiasm for the mission.
- Career track record that shows stability with an organization and capacity to develop and nurture relationships culminating in overall success and increased donor revenue.
- Excellent technology skills; experience using Every Action database software is helpful, and the ability to prepare and analyze donor reports and spreadsheets.
- Find value, purpose, and opportunity in working for a faith-inspired organization; Concordia Place is a social service mission (aka SMO – social ministry organization) of Concordia Lutheran Church that serves everyone regardless of any religious beliefs or affiliation.

How to Apply

Compensation for this position has recently been benchmarked by the President and CEO and KEES and is in the fair market range. This position offers a competitive salary range of \$138,000 – \$155,000 with strong benefits.

Concordia Place is an equal opportunity employer and has a commitment to diversity, inclusion, and anti-racism.

APPLY HERE

To ensure confidential tracking of all applicants, no applications will be accepted via email. ALL INQUIRIES WILL BE HELD IN STRICT CONFIDENCE.

Concordia Place and KEES are committed to providing reasonable accommodations for individuals with disabilities. If you are a qualified individual with a disability and require assistance in completing an online application, please contact KEES at (888) 687-3186. Leave a message with your contact information and your call will be returned by a KEES team member within 48 hours. Should your application progress to the interview stage, further information regarding accommodations will be provided.

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. KEES utilizes a 4-step screening process, the first of which is the formal Candidate Application. Applications are reviewed by the KEES team and advanced through various stages of inquiry and confirmation. Applications with specific cover letters will be given priority consideration, on a rolling basis, by March 18. All applicants will be notified of the outcome of the search. Based on the timing of your specific application, you are welcome to reach out for information on the timeline.

This search is being managed by Megan Taylor, Project Manager and Heather Eddy, President and CEO of KEES. Questions may be addressed to mtaylor@kees2success.com.



KEES (formerly Alford Executive Search) is a woman-owned nonprofit executive search firm dedicated to creating diverse teams with dynamic leadership in the nonprofit and public sectors. We offer a comprehensive range of services, including executive search, leadership development, compensation analysis, interim staffing, and HR support.

Launched in 2013, based on decades of prior work by the Founders, KEES is a leader and noted pioneer in DEIB-focused executive search and culture building. KEES is noted for bringing dynamic and under-radar candidates to the table, regularly placing industry veterans and first-time leaders alike. Recognized for two years in a row on the Hunt Scanlon Nonprofit Top 65, KEES leaders are sought-after experts in search, leadership development, and often first-time roles. To learn more, visit us at www.kees2success.com.

