

## Director of Resource Development

**Cause Effective transforms nonprofits by partnering with mission-driven leaders to achieve social change.** We work with leadership to develop, employ, and expand effective fundraising, governance and organizational strategies to advance equity and justice. Cause Effective supports visionary and committed individuals and organizations in the nonprofit sector in several ways:

- We deliver training and immersive consulting to nonprofit organizations eager to boost the productivity of their governance and fundraising efforts
- We offer coaching and instruction to build the skills, competence and confidence of individuals in key fundraising and governance roles, from executive and development directors to middle managers and board leadership
- We provide thought leadership on a sectoral level on issues pertaining to fundraising and governance, especially strategic concerns relating to equity, access, and ensuring that all professionals have their rightful seat at the table

In 2020, Cause Effective helped over 1,500 nonprofit organizations of all missions, types and sizes across the New York metropolitan area to raise more money, deepen their relationships with donors, create compelling communications, and build stronger boards of directors. More than 85% of Cause Effective's clients are based in and serve low- and moderate-income communities. The Cause Effective team is comprised of senior consultants with years of development and communications expertise who serve as resources for our development, communications, and new business strategy and outreach.

Over the past four decades we have assisted more than 6,000 nonprofit organizations to build sustainable futures. Since 2017, our [Preparing the Next Generation](#) initiative has focused on influencing the sector to confront the biases that are interwoven with issues of race, class, money, and power, and to eradicate the conditions that thwart the ability of professionals of color to thrive in fundraising. We are honored to spearhead this first-of-its-kind, multi-pronged program as an embodiment of our commitment to strengthening nonprofit leaders and the world they seek to create.

Cause Effective's first Director of Resource Development will join our 8-person team to lead our fundraising and business development strategies in raising and growing our \$1.1 million annual budget. This is an exciting opportunity for a self-directed and well-rounded professional to engage foundations, individuals and companies in supporting cutting edge programming that furthers racial equity and supports an array of vital causes. This position is also responsible for generating strategies to expand the prospective and new client pipeline while also building Cause Effective's visibility and brand across the sector, resulting in additional earned income from consulting assignments. Cause Effective is a 100% virtual organization.

Approximately 31% of Cause Effective's resources come from foundations, 21% from corporations, 14% from government, 9% from individuals (including board gifts), and 25% from earned revenue. Our most significant institutional supporters in FY22 are The New York Community Trust, New York Woman's Foundation, Prudential Foundation, and Robin Hood.

The Director of Resource Development position consists of the following distribution of responsibilities, as prioritized for FY22:

**Foundations/Corporations (30%)**

- Create and implement institutional funding expansion plan
- Drive communications strategy for existing and prospective funders
- Draft proposal templates and individualized proposals
- Maintain regular schedule of funder stewardship

**Individuals (10%)**

- Partner with Executive Director/Board to establish donor cultivation and stewardship strategy
- Direct communications outreach for existing and potential donors
- Draft and disseminate donor communications
- Support Executive Director/Board in formulating major donor asks

**Government/Federations (5%)**

- Draft proposals and reports 2-4 times/year

**Board (5%)**

- Support Board's two annual fundraising campaigns
- Steer fundraising-related communications, trainings, and strategy with the Board
- Partner with Board Ambassadorship Committee to develop and implement donor stewardship strategy

**Business Development and Business Development Marketing Communications (40%)**

- Develop and execute strategy for business development (direct-pay clients)
- Design and implement communications program to boost prospective client visibility
- Helm communications strategy for lines of business to grow prospective client pipeline
- Use analytics to assess and realign Cause Effective marketing strategies

**Organizational Strategy (10%)**

- Develop and drive organizational fundraising and marketing strategy
- Participate in setting general organizational strategy
- Participate in setting 40th anniversary goals and driving anniversary campaign (2022) in collaboration with the Board of Directors and with the support of the Board's Ambassadorship Committee

The Director of Resource Development will be establishing the first stand-alone development department at Cause Effective, and will work in close collaboration with the Executive Director, Senior Consultants, Directors of Operations and Programs, and administrative support.

**The Director of Resource Development position offers the opportunity to:**

- Be a change agent as you drive Cause Effective's financial and reputational advancement at an exciting moment of inflection
- Scale the growth of Cause Effective through innovative resource generation streams

- Build the future of Cause Effective as the “go to” resource for an extraordinary array of nonprofit leaders who want to advance their missions, expand their revenues, and manage their governance structures to create a more just and equitable world
- Be part of an innovative, committed organization doing the work to address issues of fundraising and equity

**We are looking for an experienced fundraiser with a demonstrated track record of successful solicitations, strategies and tactics from a variety of sectors and sources who can:**

- Establish and execute a business development strategy that promotes Cause Effective and enhances revenue diversification and generation
- Identify and understand the interests of various constituencies such as supporters and prospective clients
- Communicate clearly and congenially, both externally and internally
- Activate various social media platforms to enhance Cause Effective’s online presence
- Juggle a demanding workload with multiple and sometimes competing priorities

**And who is:**

- A competent project manager who is well-organized and thorough, with a demonstrated ability to handle multiple assignments within tight timeframes
- An excellent and versatile writer and compelling storyteller whose message varies with audience
- Comfortable strategizing within the intersection of finance and program planning
- Impeccable at follow-up, follow-through, and able to move fluidly between big-picture strategy and implementation details
- Able to work independently and as part of a small team with a collaborative nature
- Familiar with NYC nonprofit landscape and able to navigate within various subsectors
- Passionate about and committed to racial equity and social justice across professional and personal realms
- All-in to further Cause Effective's goals and advance a culture of philanthropy

**Qualifications Required:**

- A minimum of 5 to 7 years of successful resource development experience through multiple revenue streams
- Broad experience leading fundraising programs in the areas of foundation and corporate relations, annual giving and major gifts
- Experienced in relationship management with knowledge of donor cultivation and stewardship
- Evidence of effectiveness in building and sustaining partnerships with board members and donors
- Proven ability to lead, motivate, collaborate, and develop staff
- Familiarity with the New York philanthropic and business communities preferred
- Adept at Microsoft Office programs, Salesforce, and other technical systems
- Deep history and commitment to fundraising focused on issues of equity
- Understanding of, resonance with, and ability to articulate Cause Effective’s mission, vision and values

**Personal Characteristics:**

The successful candidate should be:

- Energetic, focused, and thrive in a fast-paced environment
- Intelligent and persuasive; a problem solver who can conceptualize, implement, and initiate ideas and projects
- A self-starter, motivated by goals and eager to leverage organizational assets
- Values-driven, strategic, passionate, and innovative
- A collaborator with a sense of humor who readily shares information and ideas with colleagues

Cause Effective strives to reflect the diverse community it serves. Applicants who contribute to this diversity are strongly encouraged to apply. Cause Effective is an Equal Opportunity Employer.

Salary for the Director of Resource Development position is \$100,000-\$110,000, with excellent benefits and flexibility. Cause Effective is a 100% virtual organization, and includes a work-at-home stipend in its compensation package. This position is slated to start as soon as possible.

Please submit a resume, writing sample and cover letter to Cause Effective at [jobs@causeeffective.org](mailto:jobs@causeeffective.org) with the title of the position in the subject line. **No phone calls.**

All inquiries and discussions will be considered strictly confidential.