



Chief Advancement Officer, (CAO)

Friends Association is partnering with Bob Madonna (Diversified Services LLC) on a search for a Chief Advancement Officer, (CAO) to lead the fundraising of a successful nonprofit in Chester County, PA that has been serving the community for over 200 years. This position will be responsible for expanding and diversifying revenue streams, strengthening donor relationships, and increasing financial sustainability.

POSITION SUMMARY

Friends Association was originally formed in 1882 on Quaker principles recognizing the inherent value of each individual in our society. Friends Association provided a home for children who has lost their parents in the City of Philadelphia.

A stable home. A healthy child. A resilient family. A safe community. Friends Association first model combined with their trauma-informed, 2 - generation approach makes their community better for all.

Friends Association is unique in that they focus on keeping families together during time of crises while connecting them with highly personalized case management, community resources, and skill building.

Friends Association supports all typed of families experiencing homelessness or at a risk of homelessness in Chester County. They work with families to empower them as they build on existing strengths and skills and work together to build resiliency, stable housing, and financial independence.

To support its vision, Friends Association is seeking to fill the Chief Advancement Officer ("CAO") position. The ideal CAO will have achieved success developing throughout their career a combination of mature and steady leadership skills. They will become a key member of Friends Association' senior leadership team and support its strategic plan through a dynamic and well planned, multi-faceted major gifts, annual giving, planned giving, and foundation strategy. The CAO will be charismatic, inspiring, and collaborative in working with internal and external partners including staff, Board members, volunteers, and donors.

They will play a significant role in the success of Friends Association services, overseeing a set of integrated strategies to attract private investment and to enable the growth of the organization and the community it serves. The CAO will have the opportunity to evaluate current strategies,

consolidate strengths, and develop and implement a plan to expand both grassroots and high-level engagement and revenue, and meet or exceed the annual fundraising goal. Personal knowledge of individual donors and donors with capacity is preferred as is grantee knowledge and demonstrated success in human services. Additionally, a sophisticated understanding of how to design a donor program to generate increased revenue and build a major gifts pipeline as well as an outstanding major gift fundraising record are essential.

POSITION DESCRIPTION

REPORTS TO: CEO

POSITION STATUS: Full time, exempt

POSITION OBJECTIVE:

Reporting to the Chief Executive Officer, (CEO), the Chief Advancement Officer (“CAO”) is responsible for developing strategy and leading the development staff to successfully execute the activities of the development plan.

They will bring a substantial history of success managing a development operation of significant reputation and be thoroughly knowledgeable in the full range of fundraising strategies. The CAO will understand best practices nationally and will possess the vision necessary to develop, execute, and articulate an aggressive multi-pronged fundraising plan that will guide the organization for the next several years.

The CAO will articulate the mission, goals, and aspirations of Friends Association, engage with leadership to leverage their involvement, create synergies with the Board of Directors and staff, and personify the degree of professionalism and level of productivity that Friends Association expects of all of its leaders. The CAO will be a primary and effective advocate for Friends Association and its needs, connecting with prospects, donors, and volunteers to share Friends Association’s mission and demonstrate a passion and history of success to close major gifts, manage an annual campaign, and have knowledge of planned giving. The successful candidate will help forge new relationships to build Friends Association’s visibility, impact, and financial resources.

The primary focus of the CAO is to generate significant annual revenue through major gifts and annual giving programs, fundraisers, a planned giving program, relationships with foundations, and expanding and diversifying Friends Association’s donor base/pipeline, working closely with other team members to secure funding for new and existing initiatives. Strong focus will be placed on expanding unrestricted development revenue, identifying new opportunities to support the overall mission of Friends Association, and expanding awareness of Friends Association throughout the area. In addition, the CAO will work closely with the Board of Directors and support Board members as they take on a more active fundraising role. It is

expected that the amount raised by Friends Association will increase as the CAO systematically and effectively strengthens the organization's overall fundraising capacity.

PRINCIPLE DUTIES AND RESPONSIBILITIES

General:

- Communicates Friends Association's mission and culture to all key stakeholders including staff, Board members, volunteers, donors, and partners.
- Accountable for all aspects of development, to achieve Friends Association's strategic vision.
- Provides outstanding leadership, management, task delegation, facilitation, and networking skills, including the ability to make prompt and effective decisions and to think strategically.
- Represents Friends Association in select high-level partnerships, speaking engagements, and other externally facing activities.
- Represents development efforts as part of Friends Association's strategic planning process.

Donor Outreach/Cultivation/Stewardship:

- Works with the CEO to update and expand the already existing development strategy which includes corporate, foundation, government, and individual funding streams.
- Supports and partners with the Board president and all Board members on all major fundraising initiatives.
- Collaborates with the CEO to develop and implement Friends Association's financial strategy.
- Oversees research on funding sources and trends, with foresight, to help position Friends Association ahead of major funding changes or trends.
- Monitors all donor information; provides and presents statistical analysis to Board and senior leaders.
- Develops and implements a stewardship program aimed at cultivating deeper ties with donors.
- Oversees identification and securing of in-kind donations of goods and services for special events, programmatic, and office needs.
- Develops relationships with appropriate community leaders, businesses, and government representatives to expand the reputation of the organization and to seek or expand new funding sources.
- Establishes, supports, and oversees various volunteer development committees.
- Responsible for the cost effectiveness and financial aspects of the department.
- Collaborate with the Development Manager, Social Media Coordinator, and the Development Committee of the Board to create compelling donor communications, fundraising materials, and social media campaigns.

Major Gifts:

- Be an active, bold, and effective networker to strengthen corporate, foundation, and individual relationships.
- Develop and implement strategic plans and best practices for revenue growth, driving and encouraging creativity and innovation.
- Provide leadership, direction and coaching to staff and board members to help meet individual and team annual goals/targets.
- Work with advisors and board to identify potential new donors and reach out to ask for support with their assistance.
- Responsible for sustaining and furthering relationship and care of foundations, corporations, and other donors keeping them engaged, informed, and inspired to grow long-term funding relationships.
- Identify and develop relationships with estate planning attorneys, tax advisors, financial planners, bank trust officers and community foundation personnel to provide a pathway for their clients to include Friends in their legacy plans.

Grants:

- Develop, and follow, a Development Plan annually to be reviewed and approved by the COO.
- Establish and monitor key metrics to make forecasts and evaluate ongoing performance, ensuring the department will meet and exceed annual fundraising goals.
- Identify grant funding opportunities for current programs and future initiatives.
- Develop proposals, manage timeframes and submissions in collaboration with grant writing consultant. Coordinate reporting process to funder.
- Effectively utilize Grant Hub to track applications, report activities and results quarterly and at year-end (or as required by funder).

Administrative:

- Manages the overall plan for meeting the budgeted fundraising goals incorporating direct mail, e-blasts, special events, and face-to-face solicitations.
- Assists the CEO in organizational and financial development.
- Provides and oversees staff support to appropriate Board activities including the Board Leadership Campaign, corporate solicitation, planned giving, etc.
- Manages and delivers regular reports and analysis on funding plans.
- Supervise and support the Development Manager, providing guidance and professional development opportunities.

Qualifications, Skills and Abilities:

- Experience in community relations, especially withing the social service sector.
- High emotional intelligence with the ability to maintain a generosity of spirit and positive attitude.
- Experience working with program teams and constructing, articulating, directing, and implementing the strategic development activities in a non-profit organization.
- Ability to think strategically and critically and prioritize and manage multiple tasks.
- Advanced analytical judgment.
- Outcome-focused with the ability to effectively track and evaluate impact of efforts and to successfully lead projects to completion, according to schedule.
- Dynamic interpersonal skills, including the capacity to relate on a highly personal level to a very wide variety of prospects, donors, and volunteers.
- A successful track record in managing multiple projects from initiation to completion in an organization of at least similar size to Friends Association.
- Direct operational experience in the areas of comprehensive development campaigns, annual giving, major gifts, planned giving, donor relations/stewardship, and corporate and foundation relations.
- Tangible experience of having expanded and cultivated existing donor relationships over time.
- Excellent communication skills, both written and oral; ability to influence and engage a wide range of donors and build long-term relationships.
- Strong organizational and time management skills with exceptional attention to detail.
- Flexible and adaptable style; a leader who can positively impact both strategic and tactical fundraising initiatives.
- A professional and resourceful style; the ability to work independently and as a team player who will productively engage with others at varying levels of seniority within and outside Friends Association, one who takes initiative.
- Knowledge and belief in “Housing First” philosophy and strategies and strength-based case management.
- Commitment to trauma-informed services, systems and organization by realizing the widespread impact of trauma & understanding potential paths for healing; recognizing the signs & symptoms of trauma in staff, clients, and others involved in the agency; and responding by fully integrating knowledge about trauma into policies, procedures, practices, and settings.
- Ensure2-Generation approach by intentionally and simultaneously working with children and the adults in their lives together.
- Grounded in principles of racial equity and social justice.

Skill in:

- Microsoft Office suite
- CRM software –Donor Perfect, (current software) Raiser’s Edge, Donor Perfect, Salesforce, etc. or a comparable software program

Attributes:

- A person of character, integrity, and passion with a commitment to supporting the communities that Friends Association serves, the CAO will provide inclusive, respectful leadership.
- They will be an innovative thinker and creative generator of ideas, but they must also be able to develop, implement and manage strategies that inspire others toward achieving goals.
- High energy and passion and commitment to Friends Association’s mission and values.

Core Competencies:

- **Quality** - Applies feedback to improve performance; demonstrates accuracy and thoroughness; displays commitment to excellence; looks for ways to improve and promote quality; monitors own work to ensure quality.
- **Communication** - Ability to effectively express thoughts and ideas in written and oral form; actively listens and requests clarification when needed; responds well to questions; keeps others adequately informed; selects and uses appropriate communication methods.
- **Teamwork** - Balances team and individual responsibilities; contributes to building a positive team spirit; exhibits objectivity and openness to others' views; gives and welcomes feedback; puts success of team above own interests.
- **Continuous Learning** - Assesses own strengths and areas of development; pursues training and development opportunities; seeks feedback to improve performance; shares expertise with others; and strives to continuously build knowledge and skills.
- **Initiative** - Asks for help when needed; looks for and takes advantage of opportunities; seeks increased responsibilities; takes independent actions and calculated risks; undertakes self-development activities; volunteers readily.
- **Cultural Competency** - Shows knowledge, respect, and sensitivity for cultural differences; demonstrates awareness of personal social location; exhibits continuous learning practices in DEIB (Diversity, Equity, Inclusion and Belonging); promotes a harassment-free environment and culture of belonging.

REQUIREMENTS & CONDITIONS

- 7+ years of demonstrated successful experience in raising funds for a nonprofit through securing major gifts, corporate funding, and grants.
- Strong verbal and written communication skills
- Bachelor’s degree required.

- Certified Fund-Raising Executive credential (CFRE) preferred.
- Experience in social services or human services nonprofit organizations.
- Familiarity with the Chester County/regional philanthropic landscape.

WORK ENVIRONMENT & BENEFITS:

- Location in West Chester, PA with hybrid available after probationary period.
- Supportive, mission-driven team environment with opportunities for professional growth.
- Competitive salary, (\$100,000) and benefits, including health insurance, paid time off, and retirement contributions.

DISCLAIMER

This position description is not designed to cover or contain a comprehensive listing of activities or responsibilities that are required of the employee. Additional duties and responsibilities expected to be performed as necessary.

APPLICATION DETAILS

Friends Association is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Prior to Date of Hire: provide three references; submit current PA criminal and child abuse clearances, FBI Criminal History Background Check; Complete Mandated Reporter Training; pass DMV clearances.

Friends Association

www.friendsassoc.org
113 West Chestnut Street
West Chester, PA 19389

Diversified Services LLC

Robert, (Bob) Madonna
Managing Partner
bobmadonna@verizon.net

Note: Interested parties should send their resume, and cover letter detailing why they are interested in the position, and what makes them qualified for the position to Bob Madonna at the email address above.