

# Scarlet Hope®

## VP of Development

### **Roles & Responsibilities:**

#### **Reports to: President of Scarlet Hope INC.**

Scarlet Hope exists to share the hope and love of Jesus with women who have been exploited by the adult entertainment industry. Our vision is to see every exploited woman restored by the hope and confidence that Jesus loves her.

The VP of Development creates the development function's vision, mission, and strategy. This position will report to the President of Scarlet Hope and serve on the executive leadership team. He/she will effectively network with high net-worth individuals and within the corporate, foundation, business, and non-profit circles to promote philanthropic awareness and consistently meet the organization's budget.

### **Responsibilities Defined:**

#### **Strategic Planning and Programming**

- Collaborates with the President and Board of Directors to support the implementation of our 3-year strategic plan and budget, including supporting a comprehensive Monitoring and Evaluation Strategy for donor reporting
- Creates and improves the donor journey
- Works closely with the President to build the fundraising capacity of Scarlet Hope through two primary endeavors:
  1. Working with the President to pursue transformative gifts from foundations and individuals;
  2. Directing the events team to execute annual fundraising endeavors with a national presence.
- Sets the overall direction, pace, and tone for all of the Development Team (Development Assistant and Donor Relations Manager)
- Supervises maintenance of donor and gift record-keeping and acknowledgments
- Develops an overall fundraising plan for all individual, institutional, and planned giving.

- Collaborates with the Communications team to ensure that Scarlet Hope's values, vision, mission, and current messaging is effectively communicated to donors at all levels through print and electronic donor-related materials.
- Leads the quarter-by-quarter strategy, tactical details, and calendar for the annual fund development team.

## **Business Development and Fundraising**

- Designs, implements, and manages all fundraising activities, including multi-year giving, grant writing, annual campaigns, planned giving, event planning, and solicitations.
- Hires and directs support staff for the annual fund development team, providing coaching and mentoring to staff throughout the year, including regular situational evaluations and feedback.
- Ensures the correct record keeping of all fundraising initiatives and donor records in conjunction with the Finance department.
- Collaborates with the executive leadership team to create the annual report
- Oversees the planning, resourcing, and executing of all fundraising events, including: benefits, major donor gatherings, and new donor experiences according to the fundraising plan; attends the events and provides on-site support
- Develop and nurture relationships with key stakeholders, community leaders, and volunteers to enhance fundraising efforts

## **Desired Qualifications**

- Passion, imagination, vision, leadership and integrity
- 3-5 years of professional fundraising experience, with a focus on individual giving, major gifts, grants, and corporate partnerships
- Certified Fund Raising Executive (CFRE) preferred
- Management experience with increasing levels of responsibility and a strategic approach to development with significant experience in cultivating and managing donors.
- A demonstrated ability to plan and operate strategically, build public support, strengthen infrastructure, inspire staff and the board of directors, and develop effective programs.
- Exceptional financial, organizational, and administrative skills.
- The ability to plan, set goals and objectives, organize, and follow through.
- A solid interpersonal and communication skill set and demonstrated ability to work effectively with and gain the respect and support of varied and changing constituencies.
- A track record as an effective communicator, both verbal and written; adept at writing proposals, solicitation letters, donor correspondence, and other kinds of material to enhance fundraising.
- Donor database experience. (Salesforce preferred)
- Bachelor's Degree

## **Compensation**

Compensation commensurate with experience.