

JOB POSTING – Director of Individual Giving

Organization:	Right To Play USA
Department/Division:	US National Office
Reports to:	National Director
Work Location:	New York preferred
Work Arrangement:	A combination of minimum 2 in-office days per week, and remote-working in accordance with Right To Play's work arrangement and the operational needs of the department
Authorized to work in:	US (Eligible to work legally without visa or work permit sponsorship)
Target Hiring Salary:	USD 90,000 – 120,000 per annum (before taxes, dependent on successful candidate's experience)
Target Start Date:	As soon as possible
Contract Duration:	Full-time, Permanent
Application Closing Date:	November 29 th , 2024 23:59 EST - Please note that applications will be reviewed on a rolling basis so you are encouraged to apply as soon as possible.

ABOUT US:

We reach millions of children each year in some of the most difficult places on earth, helping them to stay in school and learn, overcome prejudice, heal from trauma, and develop the skills they need to thrive. We do this by harnessing play, one of the most fundamental forces in a child's life, to teach children the critical skills they need to dismantle barriers and embrace opportunities, in learning and in life.

Established in 2000, Right To Play reaches children through experiential programming in 14 countries in Africa, Asia, the Middle East, and North America. These programs are supported by our global offices in Toronto, Canada; London, UK and seven national offices across Europe and North America.

The United States National Office (USNO) is located in New York City. Our NYC office is responsible for building awareness and raising resources within the US to make our work possible in Right To Play countries of operation.

OUR CULTURE:

- **Accept Everyone** – *Be intentional about inclusion*
- **Make Things Happen** – *Seek opportunities to lead and innovate*
- **Display Courage** – *Act with integrity*
- **Demonstrate Care** – *Look after yourself and one another*
- **Be Playful** – *Have fun at work*

Please visit [our website](#) to learn more about who we are and what we do, and [watch this video](#) to find out about the five pillars of our Culture Code.



Phone: +1 (646) 649-8280



Address: 26 BROADWAY, 3RD FLOOR, NEW YORK, NY 10004



Website: righttoplayusa.org/en/

ROLE SUMMARY:

Reporting to the National Director, the Director of Individual Giving **will be responsible for implementing all aspects of our strategy for the growth and development of our individual donor base via philanthropy and special events.** You will lead day-to-day development efforts and is responsible for working with the National Director to develop and implement a comprehensive and strategic fundraising plan, with a focus on Individual Giving and Unrestricted Revenue.

You will develop and execute strategies to increase revenue from U.S.-based individuals, specifically major donors (\$10,000+) and high-net-worth individuals. You will have a new business development remit, identifying and engaging new potential donors for RTP USA, and will also oversee a portfolio of existing donors. **You will lead a small team of staff who are seeking to maximize the revenue from individuals across the mass market, mid-level, and major giving revenue streams.**

You will support the National Director and the Individual Giving team to execute a professional fundraising strategy aimed at raising \$2-3M annually over the next few years of our strategic plan.

You will regularly collaborate with the USNO National Director and liaise with the Board to strengthen existing relationships with funders and build relationships with a broader and more diverse funding base.

Some travel (10-20 percent) as well as occasional evening and weekend activity for donor events and meetings is expected.

WHAT YOU'LL DO:

#1: Fundraising Strategy and Donor Relations (50% of Time):

- **Lead Strategy Development:** Oversee the strategy and implementation of a small team to achieve annual fundraising goals of \$2-3M across multiple giving channels, including high-net-worth individual donors, events and mass market initiatives.
 - **Prospect Research and Engagement:** Lead prospect research efforts and identify donor outreach opportunities, including engagement at RTP's signature events, to broaden the donor base.
 - **Relationship Building:** Cultivate and maintain relationships with existing and prospective donors through personalized outreach, regular communication, and tailored engagement strategies.
 - **Portfolio Management:** Manage a diverse portfolio of individual donors, encompassing major, and mid-level contributors. Focus primarily on securing unrestricted support while preparing and delivering successful philanthropic grant proposals as needed.
 - **Mass Market Fundraising:** Direct mass market efforts, including mid-level and community-level giving, driving list-building efforts to enhance donor engagement.
 - **Solicitation Pipeline Accountability:** Take ownership of solicitation pipelines and quarterly projections, ensuring effective qualification strategies and results for individual donor segments.
 - **Collateral Development:** Collaborate with team members to create compelling solicitation and stewardship materials tailored for diverse donor audiences across various channels.
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#2: Event Planning and Execution (40% of Time):

- Special events account for approximately 30% of the total revenue for the U.S. office. The incumbent will work closely with the National Director, the Board Committee, to develop strategies and approaches for each event.
 - Lead project management efforts for each event, ensuring all components are executed from planning through post-event analysis.
 - Develop and implement stewardship plans for event sponsors to maintain and build lasting relationships.
 - Create and manage event budgets, ensuring efficient cost management and that revenue goals are met within approved budgets. Maintain an acceptable cost-to-raise ratio for each event.
 - Manage event committees, providing clear direction, accountability, and leadership to ensure event success.
- **Marketing and Communications Collaboration:**
 - Partner with the Marketing & Communications team to design and execute comprehensive marketing, advertising, and social media strategies for each event.
 - Oversee the creation of promotional materials, ensuring brand consistency and effective audience engagement.
- **Reporting and Compliance:**
 - Provide monthly status reports to the National Director and Board Committee,
 - Ensure timely completion of all required licenses, insurance, and liability forms.
 - Conduct thorough post-event analysis, including financial performance, attendee feedback, and operational insights, to inform future event strategies.
- **Donor Engagement and Event Communication:**
 - Collaborate closely with the National Director and Board to plan and execute fundraising events that not only meet revenue targets but also enhance donor engagement and foster long-term support.
 - Ensure seamless event management, including coordination with external event planners, vendors, and partners.
 - Oversee all event-related communications with donors, ensuring clear, consistent, and timely information is provided to enhance their experience.

#3: Board collaboration and engagement (10% of Time):

- **Board Collaboration:**
 - Actively partner with the Board to maximize their networks, expertise, and influence in donor cultivation and solicitation efforts. Regularly update the Board on fundraising progress, strategies, and opportunities for involvement, ensuring full alignment with organizational goals and priorities.
 - **Board Involvement in Events:**
 - Engage Board members in fundraising events and initiatives, encouraging their active participation and leadership. Leverage their presence and support to strengthen relationships with potential and existing donors, enhancing overall event success and donor engagement.
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WHAT YOU'LL BRING (ESSENTIAL):

EDUCATION/TRAINING/CERTIFICATION:

- Bachelor's degree or equivalent experience

EXPERIENCE:

- **Fundraising Expertise:** Minimum of 8 years of successful fundraising or relevant experience, with a proven track record of effectively leading a team of fundraisers to achieve goals.
- **Donor Engagement:** Demonstrated experience in qualifying, cultivating, soliciting, and stewarding relationships with donors, ensuring long-term support and engagement.
- **Event Management:** Significant professional experience in managing and supporting development events and special projects that enhance fundraising efforts.
- **High-Net-Worth Donor Management:** Direct experience in managing relationships with high-net-worth individuals, tailoring strategies to their philanthropic interests.
- **Data-Driven Strategies:** Proficient in utilizing CRM databases and implementing data-driven strategies to optimize fundraising outcomes.

COMPETENCIES/PERSONAL ATTRIBUTES:

- **Relationship Building:** Proven ability to cultivate strong relationships and influence individuals at all levels of an organization, and with external constituents.
- **Project Management:** Capacity to anticipate project needs, prioritize effectively, and meet deadlines consistently.
- **Communication Skills:** Exceptional verbal and written communication abilities, with a knack for persuasive speaking and effective writing.
- **Attention to Detail:** Strong organizational skills, with a systematic approach to donor follow-through and stewardship processes.
- **Decision-Making and Teamwork:** Ability to make independent decisions while also thriving in a team environment; adept at creatively problem-solving and driving collaborative solicitation strategies that resonate with donors' passions.
- **Financial Acumen:** Solid understanding of budgets and the impact of planning decisions on organizational resources and goals.
- **Innovative Leadership:** A collaborative and innovative leadership style well-suited for management in an entrepreneurial setting.
- **Commitment to Mission:** A passionate commitment to Right To Play's mission, vision, and strategic direction, inspiring others to support the cause.
- **Philanthropic Insight:** Familiarity with the broader philanthropic community, key influencers, and emerging trends.
- **External Relationship Management:** Strong external-facing relationship management skills, with a team-oriented and positive attitude.

KNOWLEDGE/SKILLS:

- **Fundraising Best Practices:** Knowledge of fundraising best practices encompassing all aspects of donor cultivation, solicitation, and stewardship.





- **Understanding of Private Philanthropy:** Insight into private philanthropy and its dynamics.

LANGUAGES:

- Fluency in spoken and written English

BONUS IF YOU'LL BRING (NOT ESSENTIAL):

- Advanced degree in related field
- Experience working in international development or related field

WHAT YOU'LL GET:

The opportunity to collaborate with an innovative global team who are passionate about working with children and youth. You will gain experience working for a globally recognized organization with a healthy culture premised on our Culture Code (**accept everyone, make things happen, display courage, demonstrate care and be playful**). You will be immersed in an environment where learning and development is encouraged and valued, and “play” is appreciated as a core avenue to building community.

- Generous paid vacation and sick leave
- Health insurance (including dental & vision)
- Life and disability insurance
- 403b employee savings plan
- 5 personal learning and development (L&D) days per year
- Professional development opportunities as they arise
- Opportunity to connect with employees across our offices (e.g. Facebook Workplace)
- Playful activities and events

HOW TO APPLY:

If you are interested in applying for this position, please apply with your resume and cover letter in English via the application link.

Application Link: <https://righttoplay.hiringplatform.ca/194150-director-of-individual-giving-usno/850187-application-form/en>

While we thank all applicants for their interest, only those selected for interviews will be contacted. **Please note that applications will be reviewed on a rolling basis so you are encouraged to apply as soon as possible. Interviews may be held before the closing date.**

Candidates must be eligible to work in the United States for any employer.



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Right To Play USA values a diverse workforce and is an equal opportunity employer. Personnel are chosen on the basis of ability without regard to race, color, religion, sex, national origin, disability, marital status, or sexual orientation, in accordance with federal and state law.

Right To Play is committed to safeguarding children, young people, and vulnerable adults. We expect all team members and volunteers to uphold this commitment. We believe in protecting every individual from harm, abuse, neglect, harassment, and exploitation, regardless of age, race, religion, gender, disability, or ethnic background.

Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs. **The successful candidate will be required to provide a satisfactory Vulnerable Sector Screening or equivalent criminal check as a condition of employment.**

We value and promote a culture of diversity, equity, inclusion, and belonging. Should you require any accessibility related accommodations or specific adjustments to ensure fair and equitable access throughout the recruitment and selection process, and thereafter, please reach out to the People & Culture team by email at careers@righttoplay.com. All information provided will be treated as confidential and used only to provide an accessible candidate experience.

To learn more about who we are and what we do, please visit our website at www.righttoplayusa.org/en/.



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