



## **Director of Development, March for Life Education and Defense Fund**

*The March for Life Education and Defense Fund is a 501(c)(3) non-profit organization that coordinates the world's largest annual pro-life event and civil protest. Through the annual March in Washington, DC, marches in state capitals across the country, and through being the collective voice of Pro-Life marchers on Capitol Hill, in state capitals, in the Media, and on social media every day of the year, the organization is uniquely positioned to build a culture of life.*

*The organization is currently seeking to hire a Director of Development. Based in Washington D.C., a few blocks from the White House, this full-time position will report to the Executive Director.*

### **Position Summary:**

The Director of Development is responsible for leading the fundraising efforts of the March for Life Education and Defense Fund. This includes honing and executing the development plan, growing our major gifts program, developing a foundation solicitation program, managing the direct response program (both direct mail and digital), and helping to confer on aspects related to planned giving and special events. The Director will report to the Executive Director, and work closely with the President, Vice President of Government Affairs and the Board of Directors in development and fundraising endeavors, including in the areas of the National March, State March Program and March for Life Action.

### **Responsibilities:**

Working closely with the Executive Director, March for Life Leadership, and the Board of Directors, the Director of Development will:

- Execute the March for Life Education and Defense Fund's development plan.
- Analyze, implement, and realize the strategies and revenue goals in the strategic plan as it pertains to development.
- Grow and develop a major gifts program including identification, cultivation, solicitation and stewardship of major gift donors.
- Plan, execute, and evaluate fundraising campaigns and activities, including direct mail, digital fundraising, and special events.
- Manage special events strategy, working in close collaboration with staff as well as Board members and volunteers.
- Develop and manage a solicitation program, including overseeing prospect research, outreach, grant writing, submission of applications, and reporting.
- Establish and implement best practices for development tracking within Salesforce in close collaboration with other key stakeholders.
- Oversee creation of publications to support fundraising activities, including marketing collateral for major donor visits and the annual report.
- Assists with and reports on the organization's development goals for board of directors, including attendance at board meetings.
- Demonstrate professional conduct at all times.



- Perform other related duties as requested.
- Expect to travel 20% – 30% of the time.

**Qualification Requirements:**

- Must embrace the mission of March for Life Education and Defense Fund, and demonstrate a passion for building a culture of life.
- Have 5-7 years of combined development and communication experience.
- Demonstrated ability to close gifts of six figures and manage annual and capital campaigns.
- Demonstrate strong knowledge of non-profit fundraising techniques, particularly major gift fundraising.
- Exhibit an entrepreneurial spirit – motivated by the opportunity to grow the March for Life's budget as we expand our mission across the country.
- Have excellent verbal and written communication skills.
- Have strong interpersonal management skills.
- Possess strong project management and event planning skills.
- Have excellent organization and follow-through on tasks and goals, and excellent attention to detail.
- Possess the skills to work with and motivate staff, board members and other volunteers.
- Be a "self-starter" and goal driven to initiate donor visits and fundraising calls.
- Ability to work in a fast-paced environment with deadline driven timelines.
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense and good listening ability.
- Needs experience in Salesforce database management.
- Have a bachelor's degree.

Please send a cover letter, resume, and the names and contact information for (2) references to our Director of Operations at [rosemaryeldridge@marchforlife.org](mailto:rosemaryeldridge@marchforlife.org).