

Recruitment Profile
for
Chief Development Officer



POINT FOUNDATION
Los Angeles, CA

August 2019

LEADERSHIP TRANSITION | EXECUTIVE SEARCH | BOARD ADVISORY

POSITION DESCRIPTION

Title: Chief Development Officer

Organization: Point Foundation

Reports to: Executive Director & CEO, Jorge Valencia

Location: Los Angeles, CA

ORGANIZATION OVERVIEW:

Founded in 2001, Point Foundation is the nation's oldest and largest scholarship fund for LGBTQ+ (lesbian, gay, bisexual, transgender, queer) students of merit pursuing their dreams and goals through higher education. Well beyond the tuition and other financial assistance that opens doors otherwise closed to these students, Point Foundation empowers its LGBTQ+ scholars to achieve their full academic and leadership potential – despite the obstacles often put before them – and go on to make a significant impact on society.

Through a rigorous, months-long evaluation process each year, Point Foundation selects an exceptional group of LGBTQ+ students who demonstrate leadership skills, academic excellence, and community service that set them apart from their peers. Beyond funding tuition, housing, books, and other expenses, Point Foundation provides these emerging leaders with formal mentoring, leadership development, and internship opportunities, as well as conferences and other convenings to advance their academic and professional pursuits. In addition, each scholarship recipient is required to initiate and complete an annual Community Service Project each year that will positively impact the LGBTQ+ community.

Supplementing its core Point Scholarship program which supports undergraduate and graduate scholars attending some of the best colleges and universities in the country, Point Foundation began a second program for similarly extraordinary LGBTQ+ community college students in 2016. In the coming school year, Point Foundation will be supporting 60 Point Scholars and 25 Community College students.

In addition to the current group of 85 scholars, the extended Point Foundation community includes more than 300 alumni of its programs who – along with the Point Foundation's staff, Board members, mentors, and other volunteer leaders – make up a diverse and committed inter-generational family. A family which, unlike the scholars' families of origin, shares their LGBTQ+ identity and has lived experience of the unique challenges members of this community face and can advocate for them from that critical perspective.

Through its people and its programs, Point Foundation is building the next generation of LGBTQ+ leaders across the country in virtually every professional field. Point Scholars are doctors and teachers and artists. They are lawyers and businesspeople and entrepreneurs. They are elected officials, nonprofit executives, scientists, researchers, and more. Leveraging the tools, networks, and benefits of education made possible by Point Foundation, Point Scholars continue to ascend to positions of leadership as openly LGBTQ+ people, and as such can help create a more accepting, inclusive, and equitable world.

To learn more about Point Foundation, please visit

www.pointfoundation.org

REPORTING:

Reports directly to the Executive Director & CEO. Supervises a team of 7, including 2 Development Directors (East and West), 2 Development Managers, a Corporate & Foundations Manager, a Database Manager and the Digital Media & Communications Manager. Works collaboratively with Board of Directors; assists in the staffing of the Board Development and Marketing/Communications Committees.

THE POSITION:

Point Foundation recently created a new Los Angeles-based Chief Development Officer (CDO) position for the organization, reflecting the strategic importance of growing and expanding its fundraising capacity and results. The new CDO will be responsible for leadership and oversight of all Point Foundation fundraising and marketing/communications programs and staff. In partnership with the Executive Director & CEO, Deputy Executive Director, and Board leadership, this person will be charged with developing and implementing fundraising strategies to meet or exceed Point Foundation's annual and long-term revenue goals. She/He/They will also oversee marketing and communications efforts as part of their responsibilities.

At present, Point has an annual revenue budget of \$4.4 million and an endowment of \$6 million. It is expected that this person will increase overall revenue and reserves while personally managing a portfolio of major donor, corporate, and foundation relationships. In addition to managing a seven-person team in Los Angeles and New York City, the CDO must also work effectively with the Executive Director & CEO Director, the Deputy Executive Director, the national Point Foundation Board of Directors, and local volunteer boards in Washington DC, Miami, and Boston, to motivate giving in their networks.

This CDO must be a strong leader with a demonstrated commitment to Point's mission and the capacity to provide motivating supervision, direction, support, and training to staff and volunteers. This person must also be comfortable with public speaking and making asks to individuals, corporations, and organizations, and amplifying the organization's public profile as a premiere pipeline for the country's most gifted emerging LGBTQ+ leaders.

PRIMARY RESPONSIBILITIES:

Development and Fundraising Strategy

- Work with the national Board of Directors, as well as local "Trustee" Boards to develop their personal fundraising strategies and support execution of efforts;
- Identify weaknesses in current event fundraising efforts, individual giving campaigns, and donor cultivation, and implement methods for improvement;
- Develop annual fundraising strategy and work with Deputy Executive Director to assure coordinated branding, messaging and marketing.

Major Gifts Cultivation

- Cultivate a relationship-centered culture of major gift procurement through demonstrated examples and trainings with staff and Board members;
- Identify major donor prospects, develop, and implement individual cultivation plans;
- Increase size of donor population and employ moves management to secure larger gifts from existing supporters;
- Bring new thinking and best practices to attracting, stewarding, retaining individual donors capable of giving at \$25k or more annually;
- Oversee recognition activities for all major gifts (e.g., giving levels, donor rolls, etc.), and establish new programs as necessary.

Corporate and Private Foundation Giving

- In collaboration with Corporate and Foundation Relations Manager, continue to build on Point's capacity to attract new foundation and institution prospects and to strengthen current relationships;
- Assist senior Leadership, Development, and Program departments in developing new corporate engagement and volunteer opportunities.

3rd Party Fundraising and Marketing

- Supervise and support Digital Media & Communications Manager in increasing Point's public profile and aligning media outreach with fundraising goals and objectives;
- Lead development and execution of overall donor communication, messaging, and strategy, as well as all marketing materials;
- Monitor relationship with contracted mail house fundraising company and conduct cost/benefit analysis;
- Work with Deputy Executive Director to develop communications and marketing campaigns that coordinate with the organization's annual programmatic activities.

Events Management

- Manage Development Directors' efforts, strategy, and project plans for all events, including follow-up cultivation;
- Cultivate, secure, and manage sponsor and event-related partnership;
- Collaborate with staff leadership from all departments to improve event program quality and drive revenue.

Staff/Administrative Management

- Manage Point Foundation development and marketing/communications staff with an emphasis on mentoring and professional development;
- Establish overall performance objectives and set specific expectations parameters, performance metrics, and quality outcomes for direct reports;
- Revise team structure and job descriptions as needed and within budget parameters
- Ensure an environment of trust, respect, openness, and collaboration.

CANDIDATE PROFILE:

The successful candidate will be an experienced, strategic, and dedicated leader with a proven track record of building high functioning teams and expanding fundraising strategies, programs, and results. She/He/They should bring a collaborative, transparent, and inclusive leadership style, combined with strong emotional intelligence and the ability to act decisively when necessary. This person will have a demonstrated passion for Point Foundation's mission and for LGBTQ+ equality, visibility, and representation. They should also possess the ability to work effectively across diverse ages, races, socio-economic statuses, sexual orientations and gender identities/expressions, both inside and outside the organization, and an approach which facilitates effective collaboration with Board members, staff, Point Scholars, and volunteers.

Required Experience

- 15+ years of demonstrated success in fundraising inclusive of major gifts, annual campaigns, special events, foundation relations, and corporate giving. An understanding of planned giving is an added advantage;
- Professional history that includes leading fundraising teams and programs in support of annual budgets of \$10 million or more;

- Track record of building and nurturing relationships with high-level prospects that lead to significant major and/or planned gifts;
- Proven effectiveness in leading development and communications staff;
- Proven ability to manage a team of five or more in office and remote workplaces;
- Experience managing marketing and communications efforts, including an understanding of best practices for online/email fundraising and marketing;
- Demonstrated facility in mentoring and developing talent;
- Skills and resourcefulness in setting priorities, proposing new ways of creating efficiencies, and guiding investment in people and systems;
- Flexible and a self-starter; able to multitask while also being highly detail-oriented;
- Strong organizational and project management skills to manage long-lead efforts against short-term recurrent needs;
- Tenacity and resilience – the work requires it;
- Proficient with and Microsoft Office Suite, Raiser’s Edge, and comfortable learning and working with new systems (e.g., Salesforce, etc.).

Additional Information

- Direct professional and/or lived experience of the LGBTQ+ (or allied) equality movement, along with a strong understanding of the unique issues and challenges facing members of the LGBTQ+ community is strongly desired;
- It is expected that the CDO will be available for staff calls and meetings during normal business hours, and will attend Point Foundation’s events, some of which occur on weekends;
- The CDO should expect to travel during the year, all within the United States. Travel commitments may include fundraising events, donor and sponsor meetings, Board meetings, staff meetings, college campus visits, industry conferences and training sessions.

COMPENSATION:

Point Foundation is offering an attractive and comprehensive compensation package for this position, including a competitive base salary (commensurate with experience), opportunity for performance bonus, and full benefits package. Benefits include employer-subsidized health benefits, dental and vision benefits, employee-funded 403b retirement plan, flexible work scheduling, telecommuting, PTO, short-term disability, and parental leave offerings.

CONTACT:

Kevin Chase Executive Search Group has been retained to lead this recruitment effort on behalf of the Point Foundation. Kevin Chase Executive Search Group works only with equal opportunity employers. No applicant will be discriminated against because of racial or ethnic identity, religion, sexual orientation, gender identity or expression, or disability.

To apply, please submit a complete resume with full employment history and a cover detailing your interest in the position and the professional and/or lived experience you believe make you a uniquely qualified candidate for this role. All inquiries, applications, or referrals will be held in strict confidence.

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Please note that all education, dates of employment, compensation and other information provided will be verified prior to an offer of employment.