



## Director of Ambassador Program

**American Promise**

Hybrid/Remote | Concord, MA

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**BOSTON | NEW YORK**

***American Promise seeks a Director of Ambassador Program to manage the identification, cultivation, solicitation, and stewardship of top campaign prospects and donors.***

## **About American Promise**



American Promise is building a nonpartisan movement to empower, inspire, and mobilize Americans to win passage of a federal Constitutional amendment to end the corrupting influence of money in elections – a top issue for almost all Americans regardless of party or political preference.

The For Our Freedom Amendment will strengthen free speech rights for all Americans, protect elections from foreign influence and systemic corruption, restore the relationship of elected representatives

to their constituents strengthen federalism by enabling the States to decide what works best, and reverse the political dysfunction of American civic life.

With a proven track record of securing support and recent growth of staff and funding, American Promise is eager to leverage their momentum at this critical inflection point.

The American Promise team is passionate, collaborative, courageous, adaptable, and fun. They love setting big goals, sharing victories, and learning lessons that will allow them to continue to realize their audacious vision to positively change the political landscape nationwide. They celebrate differences and work to ensure that staff, donors, volunteers, and supporters reflect the tremendous diversity of the American people as they strive together on the most American of national projects: amending the US Constitution.

## **About Philanthropy at American Promise**

As a result of prioritization of philanthropy by the CEO and Chief Development Officer – including systems development, outreach, prospect identification, and solicitation – American Promise has consistently doubled annual revenue year over year. With a robust Salesforce database of prospects with significant capacity and inclination to support the organization, the opportunities have outpaced current staff capacity despite organizational growth. To support American Promise's immediate plans to complete a \$20M campaign in FY24 and initiate a new, larger plan in FY25, the addition of new Development team members is critical.

## **About the Position**

The Director of the Ambassador Program will steward, solicit, track, and manage prospects, many of whom will be identified by Ambassadors – a national group of top volunteers and major donors who are working to introduce members of their network to American Promise. The program has launched in Boston, San Francisco, and New York. Currently, there are 40-50 actively engaged Ambassadors who are responsible for giving or getting gifts of at least \$25,000; however, the size of gifts and number of opportunities are both growing quickly, especially with the program's expansion into three more cities. The Director will play a critical role in both managing this expansion and maximizing existing Ambassador

potential through more systematized stewardship that prioritizes relationship management, regular communications to highlight successes and upcoming events, and increased giving."

Reporting to the Chief Development Officer and working closely with the CEO and Founder, the Director will collaborate closely with executive leadership, Board members, and other supporters to continue to engage a national network of volunteers committed to helping achieve American Promise's ambitious fundraising goals.



## Key Responsibilities

### Campaign Management

- In partnership with American Promise's Chief Development Officer, execute the day-to-day activities associated with a \$20M campaign.
- Implement the campaign's Ambassador Program and closely track the cultivation, solicitation, and stewardship of campaign prospects and donors.
- Monitor and maintain campaign progress, reporting results to Chief Development Officer.
- Ensure follow-up on all correspondence related to pledges.
- Assist in providing the compelling resources to ensure the American Promise team has what they need for successful cultivation, solicitation, and stewardship of prospects and donors.

### Ambassador Program Management

- Drive the expansion of the National Ambassador Program, a growing program of board / volunteer fundraising leaders focused on securing gifts of \$25,000 or more.
- Execute the activities of the campaign's Ambassadors – from prospect identification, prioritization, engagement, and solicitation to event planning, 1:1 meetings, and follow-up required to convert interest to investment.
- Create successful and individualized solicitation strategies for Ambassadors; prepare profiles in advance of donor and prospect meetings; manage scheduling, follow-up, materials, direct questions, and suggestions for events.
- Follow-up with Ambassadors as required to help them fulfill their commitments to engage their networks.

### Prospect Development

- Identify new individual and institutional funding prospects whose interests align with American Promise's work.
- Develop targeted cultivation strategies to engage prospects.
- Prepare prospect research reports to deepen staff and volunteer leadership's knowledge of potential supporters.
- Track and maintain a record of prospects in American Promise's fundraising system.

## Key Qualifications

- A sincere commitment to and excitement for the American Promise mission, goal, and values.
- Five to seven years of increasingly responsible experience in development, fundraising, and volunteer management.
- Results-oriented with a proven track record of successful identification, cultivation, solicitation, and closure of 5-6 figure gifts.
- Demonstrated success building and maintaining productive and trusted relationships with high-net-worth donors and volunteer leaders to advance donor relationships and gift discussions.
- Ability to form positive relationships and work effectively as a member of a team.
- Highly organized, collaborative, and adept at handling multiple projects simultaneously in a high-volume, fast-paced environment.
- Excellent interpersonal and networking skills with large groups as well as with individuals.
- Strong communications skills, including organizational, conversational, presentational, and written
- Ability to translate the mission, goals, and progress of American Promise into inspiring visions for donors.
- Ability to be a self-starter and initiator, working both independently and collaboratively on a team.
- Strong computer skills, including experience with Salesforce or comparable constituent relationship management software.
- Willingness and ability to travel nationally for fundraising events up to 25% of the time and work occasional evenings and weekends.
- Demonstrate and value integrity, reliability, sound judgment, maturity, a commitment to learning, and a sense of humor.



## Compensation

The starting salary for this position is \$125,000 and is commensurate with experience, competencies, and skillset.

***A remote or hybrid work model is available.***

**American Promise celebrates the freedom and diversity of our nation. American Promise team members are service-oriented and have demonstrated experience in volunteer, civic, military, or other forms of service to the country and our people. We welcome all qualified applicants who reflect and share this vision.**

**American Promise does not discriminate on the basis of race, color, creed, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, veteran status, or any other protected category under local, state, or federal law.**

If you are interested in being considered for this search, please complete the application form [here](#).

For more information, please visit [www.developmentguild.com](http://www.developmentguild.com).

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For more information about American Promise, please visit <https://americanpromise.net/>

### About Development Guild DDI

*For 45 years, Development Guild DDI has consulted to leaders across the nonprofit spectrum. With offices in Boston and New York, we have successfully collaborated with more than 650 clients nationwide in the sectors of health & science, education, environment, the arts, and social justice. We are experts in executive search and fundraising and are at the forefront of delivering best practice in these services.*

*With each engagement, we work in teams tailored to a client's particular needs, providing sector-specific intelligence, cross-sector insight, and hands-on functional expertise. We combine our perspective on nonprofit leadership with our knowledge and experience in both fundraising and executive search. This distinct perspective enables us to deliver the most strategic and measurable impact.*

