



Director of Principal Gifts

American Promise

Hybrid/Remote | Concord, MA

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Tracy Marshall

EXECUTIVE DIRECTOR, SEARCH PRACTICE

SENIOR VICE PRESIDENT, PRINCIPAL

Development Guild DDI

tmarshall@developmentguild.com

[developmentguild.com](https://www.developmentguild.com)

BOSTON | NEW YORK

American Promise seeks an experienced, motivated, service-driven Director of Principal Gifts to expand their high-capacity and growing principal gifts program.

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

American Promise seeks a seasoned and entrepreneurial senior fundraising professional to lead and grow their principal gifts program. As a front-line fundraiser, the Director of Principal Gifts will play a leadership role in expanding American Promise's individual gifts in the range of \$500K to \$10M across the country.

Reporting to the Chief Development Officer and working hand-in-hand with the CEO and Founder, the Director of Principal Gifts will collaborate closely with executive leadership, Board members, and a dedicated Development Committee to achieve American Promise's ambitious fundraising goals. Individual KPIs will be assigned in conjunction with the hire and success will be evaluated regularly alongside commitment to collaborative, nimble relationship management.

Key Responsibilities

- Build and manage a portfolio of principal gift prospects with the capacity to give \$500K to \$10M.
- Identify, cultivate, solicit, and close principal gifts and pledges to achieve annual revenue of \$10M to \$20M.
- Work closely with the CEO, Chief Development Officer and staff, Board, and capital raise committees to develop and manage engagement, solicitation, and stewardship of prospective principal gift donors.
- Personally engage potential donors in the principal gift portfolio – including travel when necessary – and advise the CEO and senior colleagues on engagement and closing strategy.
- Plan, staff, and brief the CEO and senior staff and/or Board members for prospective principal gift donor visits and events.
- Collaborate with colleagues on events, communications, and stewardship needed to advance principal gifts.
- Work with volunteer leaders to advance prospect and donor activity that expands principal gifts.
- Represent American Promise with professionalism, collegiality, expertise, service, and grace. Exhibit American Promise values, including transparency, honesty, integrity, and inclusive unity in all dealings.

Key Qualifications

- Passion for American Promise's mission and enthusiasm about supporting bipartisan reform.
- Eight to ten years of experience as a seasoned fundraising professional with a successful track record of developing and executing strategies for 7-8 figure solicitations.
- Willingness to devote up to 40% of time to travel within the United States wherever opportunities arise, particularly on the West Coast and East Coasts.
- Demonstrated skill and success in working closely with an institution's CEO and Board to achieve principal gift goals.
- A sophisticated and comprehensive understanding of fundraising principles and practices, an orientation toward action, and a high level of intellectual curiosity.
- Ability to form positive relationships, to work flexibly and effectively as a member of a team, and to leverage volunteer leadership in advancing donor relationships and gift discussions.
- Ability to translate American Promise's goals and strategies into inspiring visions for donors.
- Excellent written and oral communication skills.
- Discretion, sound judgment, and leadership skills that demonstrate professionalism, collegiality, self-motivation, and organization.
- Familiarity with both C3 and C4 fundraising a plus.



- Knowledge of the civic-centric and democracy-oriented philanthropic landscape preferred.

Compensation

The starting salary for this position is \$150,000 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.

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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.

