



COUNCIL FOR  
**Economic  
Education**

*You're never too young to learn about money*

Vice President of Development  
Council for Economic Education  
New York, NY | Summer 2019

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***Council for Economic Education seeks a Vice President of Development to drive the strategy and growth of its comprehensive development program.***

## **About the Council for Economic Education**

Since its founding 70 years ago, the Council for Economic Education's (CEE's) mission has been to teach K-12 students economics and personal finance so that they can make better decisions for themselves, their families, and their communities.

CEE carries out its mission by educating the educators: providing the curriculum tools, the pedagogical support, and the community of peers that instruct, inspire, and guide. All resources and programs are developed by educators and delivered by CEE's national network of affiliates—nearly 200 across the country. Last year, CEE trained more than 55,000 teachers offline; those teachers, in turn, have reached an estimated 5 million students. EconEdLink, CEE's online resource for teachers, garners approximately one million unique visitors a year. Over two-thirds of the teachers CEE reaches are in Title 1 schools.



CEE has three major areas of focus:

- **Digital Transformation:** CEE's \$2.5M+ investment in EconEdLink, an online platform for educators, has seen success with increased visits and time on site. CEE's goal is for EconEdLink to be the go-to place for educators by being the aggregator of the best content and tools.
- **Meeting CEE's Constituent Needs:** CEE is investing in professional development; this year they will reach over 3,500 educators nationally through their growing webinar series and by supporting in-person workshops in NYC and across the country. CEE is scaling fundable programs that align with their mission, including the newly acquired Invest in Girls, the National Economics Challenge, the National Personal Finance Challenge, Math and Personal Finance, and new work in the Career and Technical Education arena.
- **Increasing Visibility and Reach:** CEE is leveraging the *2020 Survey of the States*—a benchmark for nationwide progress in requiring the study of economics and personal finance—for advocacy and creating engagement through a variety of marketing campaigns and channels.

Recent CEE highlights include:

- Attracting over 500 K-12 teachers and other personal finance and economic educators to CEE's 57<sup>th</sup> Annual Financial Literacy and Economic Education Conference last fall.
- Driving both the National Personal Finance Challenge and the National Economics Challenge to record years, with over 18,000 and 11,000 student participants respectively. The NEC was featured on CNBC's *Power Lunch* and *Nightly Business Report*.
- Garnering over 4,000 entries for CEE's national contest asking kids for their best economic advice to the President of the United States.

Headquartered in New York City, CEE has approximately 20 staff members and a 28-member Board of Directors. The annual operating budget is approximately \$5.5 million.

## About Philanthropy at the Council for Economic Education

Total fundraising for CEE exceeds \$4.5 million annually, with close to a 50/50 percentage breakdown between unrestricted and restricted revenue. Although corporate support comprises the majority of this funding, CEE has worked diligently to build a foundation of more diversified philanthropic support from Board members, individuals, and foundations.

CEE currently has a development staff of five members, three of whom are full-time employees. One of those is a development director from the newly acquired Invest in Girls based in Boston. This role will continue to work on securing funding support for Invest in Girls while coordinating activities with CEE's development function.

## About the Position

CEE is recruiting a seasoned fundraising professional to help lead its development department. A strategic thinker, this person will be an ambassador for the organization, building and deepening engagement with donors and driving broader awareness and philanthropic support for the organization. They will be responsible for the systematic growth of a comprehensive development department and for designing, overseeing, and executing a development program to grow the CEE's philanthropic revenue significantly.



The right candidate will have proven success in implementing, growing, and managing a high-performing development program, as well as a proven ability to partner with organizational leadership. They will have experience in successfully building a donor pipeline, forming external relationships to support a comprehensive development effort.

The Vice President will report to the CEO, Nan Morrison.

## Key Responsibilities

### *Prospect and Pipeline Management*

- Build out a robust donor pipeline that focuses on corporate, individual, and foundation donor identification, cultivation, solicitation, stewardship, and upgrading
- Prioritize a combination of face-to-face visits, video conferencing, and phone communication with qualified corporate, individual, and foundation prospects; attend important cultivation meetings that advance the donor relationship; and target substantive moves that enhance stewardship
- Personally, build and manage a portfolio of 75+ institutional and individual prospects
- Report regular progress against strategic and operational goals, including donor engagement and stewardship touchpoints, revenue and quota targets, and pipeline management details
- Engage CEO in key donor cultivation, solicitation, and stewardship activities

### ***Development and Staff Management***

- Be creative and proactive with new ideas of potential funders, whether they are corporate, foundation, or individuals
- Collaborate with key staff leadership and staff support to draft letters, proposals, reports, case materials, briefings, acknowledgments, and other appropriate materials in support of the development program
- Work closely with CEE staff to continually build prospect pipeline
- Work with the CEO and leadership team to structure both an annual and multi-year development plan to increase donors and philanthropic revenue
- Manage and mentor a tight knit and well-oiled development team
- Keep current with trends in the corporate and foundation world to best position CEE funding opportunities
- Support CEE's efforts to secure sponsorships for Visionary Awards Gala and Annual Financial Literacy and Economic Education Conference
- Work with the CEO to strengthen the engagement and stewardship activities of the current Board of Directors

### **Key Qualifications**

- At least 10 years of development experience with particular focus on corporate fundraising, including at least 5 years of leadership and management experience
- Experience building and sustaining relationships among corporations, high-net worth individuals, and foundations
- Success implementing a long-term fundraising strategy
- Experience building a major gifts program
- Success supporting and managing organizational leadership in donor cultivation and solicitation
- Ability to conceptualize and describe funding needs in a way that is compelling to prospects, donors, Board members, and other stakeholders
- Strong analytical skills, exceptional writing and verbal abilities, and computer proficiency
- Knowledge of communications and marketing with excellent communications skills
- Results oriented self-starter with an entrepreneurial and innovative spirit
- Experience with capital campaigns a plus
- Passion for CEE's mission and the ability to serve as an ambassador for the organization



**All qualified candidates will receive consideration for employment without regard to race, color, religion, gender, national origin, disability, veteran status, or any other characteristic protected by law.**

Please email your cover letter and resume in confidence to:

[CEE\\_VP@developmentguild.com](mailto:CEE_VP@developmentguild.com)

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For more information about Council for Economic Education please visit [www.councilforeconed.org](http://www.councilforeconed.org)

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### **About Development Guild DDI**

Development Guild DDI is a nonprofit leadership development consulting firm that provides nonprofit executive search, fundraising counsel, and campaign services. We bring a powerful combination of discipline and innovation to every client engagement, delivering solutions that are both strategic and deeply rooted in experience and analysis. Drawing upon more than 2,500 client engagements and 40 years working in every nonprofit sector, our collaborative approach is distinguished by candid dialogue and supported by cutting-edge technology. We commit to understanding and respecting your unique culture and to translating that knowledge into viable solutions.

