



Director of Advancement

The Salvation Army

Southern New England Division

Hartford, CT | Spring 2019

Katharine Kaplan

VICE PRESIDENT

Development Guild DDI

978-270-8941

kkaplan@developmentguild.com

developmentguild.com

BOSTON | NEW YORK

The Salvation Army Southern New England Division, located in Hartford, CT is offering an exceptional fundraiser the opportunity to be a part of its 150-year legacy of doing good, fighting poverty, and transforming lives as the Director of Advancement.

About The Salvation Army



The Salvation Army (TSA) was founded in 1865 by William Booth in London, England. Based in his Christian devotion, he dedicated himself to helping the poor, the homeless, the hungry, and the destitute of London. By 1874, Booth's followers had grown to 1,000 volunteers and 42 evangelists, and in 1878 his volunteers officially adopted the title of The Salvation Army. The ministry migrated to America in 1880, where The Salvation Army's first meeting took place in Philadelphia. After receiving a warm welcome, The Salvation Army expanded its operation throughout the country. Today, there are more than 7,617 Salvation Army centers and local

neighborhood units in the United States and nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless, and arts opportunities for underprivileged children. The Salvation Army is committed to serving the whole person, body, mind, and spirit, with integrity and respect, using creative solutions to positively transform lives.

The Salvation Army USA, whose headquarters are based in Alexandria, VA, serves those in need across four territories: Western, Central, Southern and Eastern U.S.A. TSA of Southern New England is one of 11 divisions within the Eastern Territory. Consisting of 23 centers across the two states, the Southern New England Division is fully dependent upon philanthropy to deliver services to over 76,127 individuals annually, ranging from feeding the hungry, providing relief for disaster victims, combating human trafficking, adult rehabilitation, women's ministries, and clothing and shelter to the homeless.

The Salvation Army aims to restore dignity and stability for families in Connecticut and Rhode Island, provide sustainability for their communities, and a better future for those in need, by meeting human needs without discrimination.

- **Who:** Whether it's embracing the homeless, uplifting the abused or abandoned, training and mentoring the disadvantaged, providing character building programs for youth, or assisting the displaced or elderly, The Salvation Army's goal remains the same: serving the most people, meeting the most needs, **DOING THE MOST GOOD!**
- **What:** The Salvation Army exists to serve the people of Connecticut and Rhode Island in their time of need -- great or small. Each individual is addressed as a whole person with physical, emotional and spiritual needs. The Salvation Army aspires to assist individuals to become more independent through a variety of services and programs.
- **Where:** In Connecticut and Rhode Island, there are 23 Corps/Citadel Community Centers as well as multiple volunteer-driven Service Units located in all other communities not served by the Corps/Citadel Community Centers throughout Connecticut and Rhode Island. Providing similar services, these units are an extension of the Army in places where a Corps Community Center is not located.

About the Position

TSA is recruiting a Director of Advancement to join a remarkable 150+ year history of Doing the Most Good and helping families to break the cycle of poverty through programs and services that transform lives. The Director of Advancement will have the opportunity to be a member of this highly branded international organization and work to elevate its current financial success and ultimately improve the quality of life for hundreds of thousands of individuals across Connecticut and Rhode Island. S/he will lead a winning team of 13 development and communication professionals, currently raising over \$15M annually, be a critical member of the Finance Council, and report to Divisional Commander, Major Greg Hartshorn.



The Director of Advancement will provide strategic direction to a highly dedicated team overseeing Annual Giving, Major Gifts, Planned Giving, Corporate and Foundation Relations, Grants and Marketing & Communications. S/he will be a seasoned generalist with strong front-line fundraising and management experience and be inspired by working with a highly collaborative team.

Key Responsibilities

Fundraising, Communications and Marketing

- Work towards building a deeper culture of philanthropy especially in Corporate and Foundation Relations and at the major gifts level. Help bring about a shift in philanthropic culture with a reduced focus on Red Kettle fundraising and direct mail and a greater focus on major gifts
- Work closely with the Divisional Commander on every aspect of fundraising: goal-setting, staff management, meeting performance goals, and staff back-end support
- Oversee the Annual, Major Gifts, Planned Giving, Corporate and Foundation Relations and Grants teams, and lead them in meeting and exceeding financial goals
- Oversee Marketing and Communications and event areas, bringing innovation in each area
- Partner with Divisional Commander and Divisional Secretary in effectively engaging donors and prospects

Leadership

- In the first three months, conduct a comprehensive assessment of the department and present recommendations including investment needed to achieve elevated goals
- Play a key leadership role as a member of the senior management team, Finance Council
- Lead and inspire the Development and Communications and Marketing team
- Provide guidance and creative ideas around events
- Embrace and encourage teamwork

Staff Management

- Manage a team of 13 professionals
- Measure progress toward goals and evaluating overall performance
- Direct and evaluate all donor stewardship activities to ensure donors are appropriately recognized and informed of their philanthropic impact

- Coach Leaders of each team, as appropriate, to build effective strategies, achieve team and individual goals, engage donors, develop best practices, and strengthen the pipeline of future donors

Key Qualifications

Successful candidates will possess or demonstrate most, if not all, of the following:

- 10+ years of senior level development and management experience
- Successful track record of raising 6 and 7 figure gifts
- Familiarity with planned giving, direct mail and/or communications a plus
- Comfort and ideally, experience, working within a highly complex organizational structure
- A leadership style marked by enthusiasm, a desire to innovate, persistent, and the ability to set an example for others
- Track record of anticipating, embracing, and leading change
- Deep understanding and previous management of multiple tracks of philanthropy
- Proven track record of elevating donor giving and structuring comprehensive asks
- Frontline major gift fundraising experience; demonstrated success managing a portfolio and upgrading donor giving
- Proven track record partnering with senior staff
- Strong knowledge base of industry standards and best practices within development
- Volunteer management experience; record of accomplishment of mobilizing volunteers and maximizing volunteer engagement
- Passion, loyalty and commitment for The Salvation Army mission
- Ability and willingness to travel



The Salvation Army does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, sexual orientation, national origin, age, disability, or any other characteristic protected by federal, state or local law.

Salary is competitive plus excellent benefits

Please email your cover letter and resume in confidence to:

SalvationArmyDOA@developmentguild.com

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For more information about The Salvation Army SNE Division, please visit <https://ctri.salvationarmy.org/>
For more information about Development Guild DDI, please visit <https://www.developmentguild.com/>

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.

