



## Donor Relations Director

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 Donor Relations Director.*

---

## 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 Donor Relations Director (DRD) 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. Reporting to the Director of Advancement, the DRD will be a results-oriented professional who builds solid relationships and increases major donor giving through personal cultivation, communication, and donor solicitation. The DRD will strategize and prospect for new donors in cooperation with Donor Relation Specialists and the Prospect Review Committee to build a caseload and will set and track specific income and contact goals. The DRD will bear responsibility for managing their major donor caseload of high-end donors and prospects throughout Connecticut and Rhode Island. This role will require the DRD to maintain the portfolio's annual fund giving while cultivating, soliciting, stewarding, and upgrading prospects and donors to major and special giving levels. They will work with program and command staff in order to serve the needs of the Division's and local fundraising priorities.



## Key Responsibilities

### *Donor Relations*

- Manage a caseload of 100-150 major donors, following the prescribed communications plan that is specific for each donor.
- Build, assess, and make updates to caseload with approval from Advancement Director and in consultation with Prospect Review Committee.
- Establish and create a strategic communications plan to identify, educate, cultivate, and solicit major and special gifts for the caseload of major donors each fiscal year.
- Establish and work to meet annual income goals for each major donor and for the major gifts program each year including maintaining the donors' annual fund giving while growing their major gift capacity to levels of \$50,000 or more.
- Meet monthly contact goals, set annually by Advancement Director in collaboration with THQ Special Gifts Office, for meaningful in person visits, written or in-person solicitations and proposals, meaningful calls and emails, personalized letters, days in the field, referrals to planned giving, and Corps Officer meetings.
- Work collaboratively with other fund development officers, ensuring collaboration between direct mail, foundation, corporate, and planned giving efforts relative to their caseload of donors.
- Partner with Divisional Corporate & Foundation Relations and Grant Writers to produce major gift proposals based on approved and existing proposals.
- Follow policies and procedures of Divisional Proposal Review Committee to submit proposals.
- Work with Donor Relations Specialists to supervise administrative assistant in order to maximize efficiency and effectiveness of DRD department.

### **Administrative Tasks**

- Provide administrative assistant with guidance, set goals and expectations, and motivate and evaluate assistant accordingly.
- Set monthly appointments in advance and make this information available to the DRD administrative assistant and Advancement Director.
- Create an effective team atmosphere which encourages cooperation, strategic thinking, regular communication, professional growth, and creativity.
- Input contact reports into donor management system in an accurate and timely manner.
- Oversee personalized gift acknowledgement and stewardship communication with caseload.



### **Key Qualifications:**

- Bachelor's degree and a minimum of five years of experience as a major gifts officer or equivalent non-profit fundraising role with a proven record of success.
- Highly motivated with proven expertise in building and maintaining positive relationships with many diverse individuals.
- Excellent oral, written, and corporate-level presentation skills with ability to speak persuasively and articulate The Salvation Army's mission and purpose.
- A high level of comfort with direct donor interaction, including discussions of personal and family finances and ability to ask for outright charitable gifts
- Team player with excellent ability to collaborate cross-functionally and cooperatively with various departments while maintaining flexibility and a cooperative spirit
- Strategic thinker who is flexible and able to change direction quickly.
- Demonstrated ability to set and achieve goals as well as meet deadlines.
- Must show initiative and be able to design gift solutions that match the organizations' priorities with the donors' priorities.
- Ability to work independently in a complex environment.
- Willingness to travel regularly throughout Connecticut and Rhode Island and occasionally, outside of the Southern New England Division.
- A proficiency in Word and Excel, as well as experience with donor tracking and/or database software is preferred.
- Will respect and promote the interest of The Salvation Army. The individual is not required to embrace the tenets of faith, but they are required to promote and respect the mission of The Salvation Army.

**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.**

Please email your cover letter and resume in confidence to:

[SalvationArmyDRD@developmentguild.com](mailto:SalvationArmyDRD@developmentguild.com)

**Katharine Kaplan**

**VICE PRESIDENT**

Development Guild DDI

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.



