



Director of Advancement

The Salvation Army

Eastern Pennsylvania and Delaware Division

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BOSTON | NEW YORK

The Salvation Army Eastern Pennsylvania and Delaware Division, headquartered in Philadelphia, PA, 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 on his Christian devotion, he dedicated himself to helping the poor, the homeless, the hungry, and the less fortunate 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 1885, 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 9,000 Salvation Army centers and local neighborhood units in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through a broad array of social services that include: 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, transitional housing, anti-human trafficking work, arts opportunities for underprivileged children, working with people with developmental disabilities, and offering congregational life, educational, and wellness programs for youth and seniors. The Salvation Army aims to restore dignity and stability for families, create sustainability for communities, secure a better future for those in need, and meet human needs without discrimination. It 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 National Headquarters are based in Alexandria, VA, serves those in need across four territories: Western, Central, Southern and Eastern USA. The Eastern Pennsylvania and Delaware (PenDel) division is part of the Eastern Territory. In the PenDel division, there are 51 community centers, 163 volunteer service centers, residential programs, and The Salvation Army Camp Ladore Retreat and Conference Center. There are more than 120 commissioned Salvation Army officers and nearly 1,200 employees. In 2018, The Salvation Army provided more 320,000 meals and over 104,000 nights of lodging across Pennsylvania, and more than 488,000 people were served through its community center programs.

About this Position

The Salvation Army PenDel division 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.

While The Salvation Army benefits from an unsurpassed philanthropic brand, increased need and increased competition required a change in strategy to fulfill its mission. In this context, Divisional Leaders

have invested in recruiting a new Director of Advancement to spearhead a systemic major gifts strategy which “lifts all boats” to continually increase direct mail, planned-giving, and institutional events support.



The new Director of Advancement (DoA) will be an essential part of the PenDel Leadership Team. This person will lead all elements of the Divisional Development Department, including fund raising (major gifts, planned-giving, direct marketing, digital fund raising, corporate giving, foundation grants), public relations, marketing and advertising, social media, volunteerism and board engagement. The division currently raises approximately \$25M a year, and the DoA will be charged with significantly growing that number. He/she will work cooperatively with the Territorial Director of Advancement and Territorial Community Relations and Development (CRD) staff to

adhere to and implement territorial CRD programs, practices, and policies (e.g. major gifts, planned-giving, donor data management, direct mail, digital).

Reporting to the new Divisional Commander, Lt. Colonel Larry Ashcraft, the DoA will supervise all Divisional Development personnel. Initial goals will be revised within the first 3 months in collaboration with the Divisional Headquarters and TSA Eastern Regional Headquarters.

Key Responsibilities

- Manage and grow a comprehensive fundraising program, as well as oversee overall operation of the divisional development department
- Serve as the region's top major/principal gift officer
- Lead, manage, and mentor a team of 33 with an eye on staff retention and professional development
- Create an effective team atmosphere which encourages cooperation, strategic thinking, regular communication, professional growth, and creativity
- Serve as the primary staff liaison to Divisional as well as the various county Advisory Boards, alongside officer leadership, deploying staff as needed to effectively manage and support successful board communications, meetings, committees, events, and projects
- Assess research and data as a basis for charting directions, measuring progress, benchmarking against other divisions and organizations, monitoring trends, and identifying, qualifying, rating, and developing strategies for approaching prospects for major and planned gifts
- Oversee communications, public relations, stewardship, and branding
- Performs other related duties as assigned by the Divisional Commander or Designated Officer



Key Qualifications

- 10+ years of professional fundraising experience with a demonstrated track record of accomplishments
- 6+ years management experience with a keen eye for assessing talent as well as a commitment to professional development for staff
- Track record soliciting and closing 6- and 7-figure gifts from individuals/family foundations
- Demonstrated skills/accomplishments with 3 or more of the following: Communications/Public Relations, Corporations and Foundations, Direct Mail, Events, Planned-Giving, or Public Grants and Contracts
- Experience utilizing metrics and accountability systems
- Relevant Board/volunteer development experience
- Relevant finance, budgeting, and business planning experience
- Enjoy problem solving, think strategically and creatively, be goal-oriented, and take initiative with good follow through
- Effective interpersonal, conversational, and presentation skills demonstrating professional maturity, emotional intelligence, situational awareness, and excellent writing abilities
- Familiarity with the Greater Philadelphia philanthropic market preferred but not required
- CFRE preferred but not required
- Ability and willingness to travel
- Genuine commitment to values and mission of the Salvation Army



All qualified applicants will receive consideration for employment without regard to race, color, sex, national origin, disability or protected veteran status.

Please email your cover letter and resume in confidence to: SalvationArmyPA@developmentguild.com

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For more information about The Salvation Army EPD Division, please visit <https://pendel.salvationarmy.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.

