



Associate Director of  
Development

Two Ten Footwear Foundation

Waltham, MA | Fall 2020

**Tracy Marshall**

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BOSTON | NEW YORK

***Two Ten Footwear Foundation seeks a highly experienced major gift officer for the position of Associate Director of Development.***

### About Two Ten Footwear Foundation

Two Ten Footwear Foundation (Two Ten) has been supporting and uniting the US footwear industry since Depression-era 1939, when a group of footwear workers came together at 210 Lincoln Street in Boston to help a colleague who had fallen on hard times.

Eight decades and millions of dollars in grants later, Two Ten has evolved to become the footwear industry's hardship and crisis relief fund, serving a national workforce of more than 300,000 employees and their families with emergency financial assistance, support services and scholarships that improve their lives and careers while ensuring a healthy future for the next generation of the footwear industry. Two Ten is a remote work environment leveraging technology to promote collaboration and communication across the entire organization. Occasional in-person meetings will be scheduled when possible in the future.



### About Philanthropy at Two Ten Footwear Foundation

Two Ten is the only Philanthropic organization that serves its own industry, uniting footwear professionals to help each other during crises and strengthen the footwear community across the United States. During the COVID-19 pandemic, Two Ten has been more essential to footwear employees and more critical to the footwear industry than ever before. With tens of thousands of employees laid off or furloughed at the outset of the pandemic, and many still unemployed or underemployed, Two Ten has provided in excess of \$3.5 million in crisis relief to 5,500 footwear families in 48 states and Puerto Rico.

### About the Position



Two Ten is seeking an Associate Director of Development with an interest in the footwear industry to develop and manage a portfolio of high net worth individuals (HNWI), annual individual donors, and the organization's annual donor event. The Associate Director will create an Individual Giving program from the ground up, nurture emerging HNWI, grow the annual donor base, and execute large scale events.

The Associate Director will ensure that Two Ten meets its strategic objective of engaging individuals to support its mission and diversify its funding portfolio.

Collaborating with Two Ten's small but mighty team, the Associate Director will quickly build rapport with their portfolio to identify growth opportunities and develop marketing plans to support annual and seasonal campaigns. This role will have a direct impact on Two Ten's ability to provide financial assistance to meet the needs of employees in the footwear industry.

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## Key Responsibilities

### *Fundraising*

- Manage a portfolio of HNWI and more than 350 annual donors.
- Communicate with donors regularly via calls, emails and in-person visits (when possible) keeping them up to date on organizational priorities, impact of philanthropy and Foundation activities.
- Build relationships with key strategic prospects to increase awareness, passion, and financial support for the Two Ten mission and high priority funding needs.
- Develop annual and seasonal digital and traditional appeals campaigns to engage donors.
- Generate renewed and increased commitments from current and potential donors.
- Develop a roadmap to reach, and exceed, the \$2M+ revenue goal for the current fiscal year via face to face meetings, digital fundraising, Two Ten's annual event, and other opportunities.
- Develop and deliver on a plan to engage and cultivate each HNWI over the course of the year.
- Lead the internal communication and coordination of activity across departments including Marketing, Social Services, Scholarships, and Finance to ensure alignment and effective execution, tracking, and reporting to donors.
- Collaborate with the President & CEO, Chief Marketing & Development Officer, and other senior leadership as necessary, on Board-related and other HNWI engagements.

### *Events and Data Management*

- Lead project management and execution of the Foundation's major annual event.
- Collaborate with third-party vendors on all event logistics, production deadlines, and alignment with Two Ten brand guidelines.
- Coordinate internal stakeholders to ensure proper time management, planning, and adherence to deadlines – guest lists, program book, event look and feel, menus, seating charts, speaker remarks, etc.
- In collaboration with marketing, draft donor communications and outreach to promote event support and attendance.
- Provide regular internal updates to senior leadership team on progress, upcoming deadlines, and items that require assistance.
- Lead post-event activities including thank yous to donors and team debrief.
- Attend the event, currently planned for June 2021 in New York City, and provide on-site coordination with third-party vendor. (Subject to change pending the state of the pandemic and NYC rules.)
- Analyze and leverage data on Two Ten's donors and the communities served by the organization to continuously improve donor knowledge and understanding.
- Mine annual donors and create a pipeline of individuals for major gifts.
- Report monthly activities, donations, and trends to leadership.

## Key Qualifications

- 8+ years' experience cultivating and securing small and large donations from individuals in the nonprofit sector.
- Proven experience creating an individual giving program and identifying, cultivating, and securing donations, especially from HNWI and Board Members.
- Experience managing and coordinating large scale donor events and third-party vendors.
- Strong relationship building and communication skills, especially with c-suite and senior executives.
- Ability to communicate effectively verbally and in written communications.

- Experience working collaboratively across teams to achieve results, especially in a small organization setting.
- Experience managing a pipeline of prospects via a database; Raiser's Edge experience a plus.
- Understanding of nonprofit organizational structure and culture.
- Ability to travel (when feasible in the future).
- Experience and comfort working remotely while achieving deadlines, producing results, and communicating clearly and effectively with internal and external stakeholders.

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



Please email your cover letter and resume in confidence to:  
[TwoTenAssociateDirector@developmentguild.com](mailto:TwoTenAssociateDirector@developmentguild.com)

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For more information about Two Ten Footwear Foundation, please visit <https://twoten.org/>  
For more information about Development Guild DDI, please visit [www.developmentguild.com](http://www.developmentguild.com)

### About Development Guild DDI

*For 40 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.*

