



**THE SALVATION ARMY**  
MASSACHUSETTS DIVISION

## Associate Director of Gift Planning

The Salvation Army Massachusetts Division  
Canton, MA | Spring 2026

**Tracy Marshall**

**SENIOR VICE PRESIDENT**

Development Guild DDI

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

[developmentguild.com](http://developmentguild.com)

**BOSTON | NEW YORK**

***The Salvation Army Massachusetts Division is seeking an Associate Director of Gift Planning that will lead the area of western and central Massachusetts in planned giving.***

**About The Salvation Army Massachusetts Division**

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 9,000 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. TSA of Massachusetts is one of 11 divisions within the Eastern Territory. Consisting of 36 centers statewide, the Massachusetts Division is fully dependent upon philanthropy to deliver services to over 460,000 individuals annually, ranging from feeding the hungry, providing relief for disaster victims, and clothing and shelter to the homeless. TSA is recruiting an Associate Director of Gift Planning 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 Salvation Army aims to restore dignity and stability for families, sustainability for communities and a better future for those in need in Massachusetts, meeting human needs without discrimination.

**150 Years of Impact**

Poverty has a way of making people invisible. For the last 150 years, TSA has devoted itself to seeing those who are hurting and taking care of them. TSA's dedicated team gets to know the people they serve and take a holistic approach to improving the quality of their lives. They take a highly customized approach of stepping into each community and evaluating needs and building services and programs to address these needs. Below are the full-range of services and programs offered that embodies the TSA's belief that: "There is no reward equal to doing the most good to the most people in the most need."

*For more information about The Salvation Army MA Division, please visit*

*<https://massachusetts.salvationarmy.org/>*

## About the Position

The Salvation Army Massachusetts Division seeks an Associate Director of Gift Planning will work closely with the major gifts department and will lead the area of western and central Massachusetts in planned giving. TSA is looking for a road warrior, focused on identifying and cultivating planned giving prospects.



Primary responsibilities include cultivation and completion of both irrevocable and revocable planned gifts for The Salvation Army and will work under the direct supervision of the Divisional Director of Planned Giving, Meredith Johnson. Although the Associate Director is a Divisional employee, she/he will have a direct relationship with the Territorial Office of Special Gifts, whose staff will provide assistance, oversight, training and educational programs.

TSA plans to make a significant investment of time and resources to build upon the existing knowledge base of the incoming Associate Director. The Associate Director will have the opportunity to participate in annual programs and conferences to further expand her/his training and education. The Associate Director will be expected to establish and maintain memberships in professional organizations as recommended by the Divisional Director of Planned Giving and/or Territorial Director of Special Gifts.

## Key Responsibilities

- Manage a targeted portfolio of planned giving donors
- Mine and identify planned giving prospects
- Contribute ideas to help promote and close planned gifts
- Provide estate and gift planning education and counsel to donors, prospects, volunteers, board members, Salvation Army officers and employees as required
- Maintain a high level of professional competence, integrity, credibility and enthusiasm
- Build working knowledge of financial policies set forth by The Salvation Army
- Participate in department meetings
- Establish and maintain relationships with allied professionals, such as financial advisors and estate planning attorneys

## Key Qualifications

- 3-5 years of planned giving experience
- Strong knowledge of planned giving vehicles
- Problem solving skills with a thirst for learning
- Excellent oral and written communication skills, as well as interpersonal skills
- Capacity and willingness to travel
- Strong affinity for the ministry of The Salvation Army
- Demonstrated record of cultivating and closing gifts



***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.***

This position will be in-person with an option for hybrid work after onboarding. Travel will be frequent and mileage reimbursement will be provided. The salary range for this position is \$90,000 - \$100,000.

To express interest in this position, please submit your application in confidence [here](#).

For more information about Development Guild DDI, please visit <https://www.developmentguild.com/>.

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### **About Development Guild DDI**

*For 45 years, Development Guild DDI has consulted to leaders across the nonprofit spectrum. Based 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.*

