

# Chief Development Officer

## Position Profile

### Introduction to Easterseals Central and Southeast Ohio

Easterseals' purpose is to change the way the world defines and views disabilities by making profound, positive differences in people's lives every day. For 100 years, the organization has been an indispensable resource for people with disabilities and their families. Whether providing recreational opportunities for children, respite care for families, or helping children and adults with disabilities gain greater independence in everyday living, Easterseals offers a variety of services to address life's challenges and to help individuals achieve personal goals.

Easterseals Central and Southeast Ohio, Inc., an affiliate of National Easterseals, provides early childhood education, after school and summer day camp programs for children, and adult day and personal care programs and services. It is also the official sponsoring agency for Region 6 and 8 for the Long Term Care Ombudsman Program for the state of Ohio.

In 2021, Easterseals served over 15,000 families in a 29-county territory at Easterseals' four facilities as well as in homes, schools, and communities. Families benefit from specialized, high-quality programs that center on the individuals and their individual potential, rather than placing emphasis on their disabilities.



Easterseals' core programs and services provide transformational support to children, adults, families, and caregivers across their lifespan:

- Services for children and their families combine joyful, engaging programming and high-impact early intervention support including:
  - Center-based early childhood education programming for children 12 months to 3 years that includes pediatric physical, occupational, speech, and music therapy;
  - Ohio Governor's Imagination Library, which promotes literacy by providing free books each month to children ages birth to five;
  - Discovery Garden Playgroup, a free, weekly playgroup that promotes child and parent bonding and educates families on early-childhood development;
  - Chance to Dance, which offers children with special needs and their siblings the opportunity to experience the art of movement through rhythm, music, and imaginative play; and

- Summer camp and recreation programs provide a safe and caring environment for children with and without disabilities to participate in arts and crafts, hands-on learning, group games, outdoor play, and self-directed playtime with the goal of preventing summer learning loss.
- Services for adults meet people where they are, centering individual abilities and goals while providing best-in-class supportive and rehabilitative services including:
  - Adult day programs help individuals reach their full potential by giving them the opportunity to participate in personalized activities and community events within a safe and supportive environment that encourages independence for all;
  - In-home services provide support tailored to individuals' unique needs including, but not limited to, meal preparation, skill development, housekeeping, delegated nursing, transportation, and much more; and
  - Long-term Care Ombudsman Program advocates for excellence in long-term services in a 16-county region and wherever consumers live.

## The Opportunity

Easterseals Central and Southeast Ohio seeks a strategic, experienced leader to oversee the growth and evolution of the organization's fund development strategies. The Chief Development Officer (CDO) will be a thought partner to a visionary Chief Executive Officer and a peer to an experienced, committed team of leaders who share an unwavering commitment to the organization's mission to make major, positive, and life-changing differences for those facing special needs in today's world.

It is an extraordinary time for Easterseals Central and Southeast Ohio. The organization is building on the momentum of a transformational gift from Mackenzie Scott in 2021 and investing in strategies and systems that will further the mission for years to come. The CDO will have an opportunity to leverage the organization's data-driven development plan and visionary strategic plan to inspire investment in the life-changing programs offered by Easterseals.

The Chief Development Officer (CDO) will be a strategic and dynamic fund development leader who has a deep understanding of fundraising principles, methods, and tactics. The CDO will be highly collaborative and a strong motivator who will promote a culture of philanthropy among the board, volunteers, and staff that will result in increased philanthropic support to the organization. The new executive will have a passion for ensuring people with disabilities reach their full potential. As a member of the senior management team, the CDO will take responsibility for educating, mentoring, and inspiring colleagues' contributions that will further the impact of Easterseals Central and Southeastern Ohio.

## About the Position

The CDO works shoulder-to-shoulder with the Chief Executive Officer to ensure the organization continues to build its resources:

- through effective donor relationship building;
- leveraging donor relationships with individuals, corporations, and foundations in the communities Easterseals serves;
- implementing a comprehensive fund-development plan with a focus on major individual giving;



- capitalizing on decades of exemplary service in Southeast Ohio to engage donors in the region; and
- elevating Easterseals' brand awareness in the region.

## Key Position Functions

*Fund Development Strategy and Planning:* Implement the recently developed comprehensive plan for raising funds for the organization. Focus efforts to increase financial support to the organization through increased major individual giving and expanded institutional and corporate support. Ensure that decision-making is informed by research and data; that all initiatives have a plan, measurable goals, and are easily accessible for decision-makers. Ensure the fundraising budget and activities align with the organization's strategic plan.

*Development and Fundraising Tactics:* Employ fundraising tactics and tools to achieve Easterseals fundraising goals and objectives. Create and implement fundraising activities for:

- Annual fund (specifically direct mail and digital giving)
- Major giving
- Foundation and corporation gifts/grants
- Special events
- Planned and endowment giving

*Fund Development Operations and Team Management:* Manage multiple projects and establish and manage priorities, goals, and timelines. Establish, monitor, and report on development activity. Create and manage the annual budget of the development department.

Ensure an infrastructure that is efficient and effective for giving to Easterseals: donor data tracking and reporting, donor relations, gift acknowledgement and gratitude activities, donor solicitation tracking and portfolio management, and gift and fundraising policies and processes.

Motivate and manage a three-person development team and marketing staff. Provide guidance, training, support, and positive feedback to ensure high performance by each team member in meeting fundraising objectives and goals.

*Culture of Philanthropy and Case for Support:* Promote a culture of philanthropy with the organization's board, staff, and volunteers that will increase donor support and high levels of giving to the organization. Collaborate and partner closely with all functional areas of the organization to encourage, connect, and support philanthropic giving. Develop and communicate a clear and compelling case for supporting Easterseals Central and Southeast Ohio.

*Board and Volunteer Relations:* Guide and lead volunteers and board members in identifying and cultivating donors. Develop and maintain positive relationships with board members and volunteers to ensure maximum support for fundraising activities. Maximize volunteer and board members' networks to

increase support to Easterseals. Create opportunities for recognition. Provide timely and accurate fundraising reports to the board. Serve as the primary liaison to the Development Committee.

*Donor Relations and Stewardship:* Develop and maintain strong relationship with donors, funders, and the corporate sector. Initiate and maintain positive relationships with donor prospects, current donors, and past donors. Develop appropriate and respectful donor development, solicitation and stewardship plans in the communities served by Easterseals. Develop and implement recognition activities for major, planned, and endowment donors.

*Development Communications:* Work with Marketing Manager to develop, produce, and distribute targeted communications for fund development. Ensure that the organization's brand and voice are included in all development materials.

## Competencies

- Strategy
- Fundraising technical skills
- Fundraising acumen
- Verbal and written communication skills
- Collaborative
- Builds networks
- Instills Trust
- Plans and Aligns
- Drives Results
- Action-oriented
- Persuades

## Qualifications

### Required

- Bachelor's degree in appropriate field
- Five years' experience in nonprofit fund development management that includes managing a team
- Demonstrated experience building and managing relationships with diverse groups and audiences
- Demonstrated success in cultivating, soliciting, and securing major gifts from individuals, foundations, and corporations
- An understanding of and experience with donor databases and systems

### Desired

- Experience with grant writing
- Experience with planned giving and endowments
- Capital campaign experience
- Master's degree
- CFRE



## Application Process

Benefactor Group is pleased to be assisting Easterseals Central and Southeastern Ohio with this executive search. Applications will be reviewed as they are received. All applications are considered highly confidential. To be considered for this position, please send a cover letter and resume to:

**Benefactor Group Recruitment Team**

[HR@benefactorgroup.com](mailto:HR@benefactorgroup.com)

<http://www.benefactorgroup.com>

Candidates are urged to visit the Easterseals website at: <https://www.easterseals.com/centralohio/>