



MAKE-A-WISH FOUNDATION OF GREATER LOS ANGELES JOB DESCRIPTION

The expected salary for this role is \$160,000-\$180,000, with flexibility based on experience and qualifications.

Job Title Vice President of Advancement

Department Advancement

Reports To CEO

FLSA Status Exempt

Organization Overview Make-A-Wish creates life-changing wishes for children with critical illnesses – many of whom go on to beat their illnesses and credit the wish with giving them the physical and emotional strength they need to persevere. Working at the #1 national charity operating locally, you will have the opportunity to help children with critical illnesses to reclaim their childhood, families to experience life beyond illness, and entire communities to rally together in moments of transformational joy. Make-A-Wish is the only organization with such a unique ability to restore hope for children and families who have experienced the emotional and mental trauma of fighting pediatric critical illness.

Position Summary The Vice President of Advancement represents the organization internally and externally, exercises independent judgment and discretion, and partners with and advises the CEO on issues related to fundraising. This role is responsible for managing the fundraising and marketing teams in one cohesive Advancement department and establishes the annual fundraising plan, goals and budget that drives organizational growth, ensuring long-term sustainability and alignment with the mission.

Duties and Responsibilities

Strategy & Planning

- Demonstrate exceptional leadership in developing and implementing strategic fundraising priorities, ensuring alignment with the organization's mission and goals.
- Foster a culture of accountability within the team by setting clear objectives, monitoring progress, and providing regular feedback to drive continuous improvement and achieve fundraising targets.
- Design and implement a comprehensive annual development plan, which includes benchmarks and evaluation procedures focusing on the optimal combination of individual and corporate giving, including annual/mid-level/major/planned gifts, workplace giving, corporate philanthropy and events.

- In collaboration with the CEO, oversee the execution of the Chapter's signature gala event. Including setting goals, building budget and managing team to meet and exceed goals.

Leadership

- Be an active and engaged member of the Executive Leadership Team. Work in collaboration with ELT members and CEO to build a culture of collaboration and engagement. Identify challenges and recommend solutions, balance competing priorities.
- Lead the advancement department bringing together fundraising functions and Marketing and Communications together as a cohesive team focused on achieving common and individual goals to meet the needs of the Chapter and Mission.
- Foster a culture of philanthropy and collaboration among the various departments within the organization.
- Provide leadership in development of team communication and cohesiveness, sustaining culture and supporting staff during organizational growth.
- Identify and communicate to chapter leadership all potential opportunities and/or relationships that will increase funds and grant wishes.
- Advise the CEO and staff of current resources, trends, obstacles, and developments in revenue generation and donor relations.
- Assist with assessment and preparation of annual budgetary needs for areas of responsibility.
- Adhere to all Make-A-Wish America performance standards and internal controls, policies and procedures. Advise CEO on performance standards specific to communications, brand use, fundraising.

Fundraising

- Maintain a portfolio of 75-100 donors who have an annual capacity of \$25,000+.
- Oversee and continue to refine the evaluation and reporting system for fundraising providing leadership and the CEO with timely information and key metrics to measure progress toward goals.
- Actively seek out and develop new opportunities for revenue generation and strategic partnerships.
- Identify, develop and maintain long-term relationships with major donors, foundations and corporate contributors, and key stakeholders.
- Identify, cultivate, and solicit personally, and prepare CEO or Board members to solicit major gifts and sponsorships.
- Experience in forecasting expected revenue and expenses from all fundraising activities.
- Work with the CEO to utilize the CEO's time effectively and efficiently in meeting with donors.
- Collaborate with the CEO and board members to manage and encourage board member Individual Development Plans (IDPs) and to leverage members' networks and experience.

Staff Management

- Attract, develop, coach, and retain high-performance team members, supervise Advancement Team, empowering them to elevate their level of responsibility, span of control, and performance.
- Set Advancement Team staff goals, monitor work, and evaluate results to ensure that the development department meets organizational objectives and operating requirements, and that the department's functioning and performance is in line with the needs and mission of the organization.
- Collaborate with Advancement staff and volunteers to develop systems to ensure consistent, high-quality project management.

Competencies

- **Achievement Focus** Demonstrate persistence and overcome obstacles. Measure self against standard of excellence. Recognize and act on opportunities. Set and achieve challenging goals. Take calculated risks to accomplish goals.
- **Business Acumen** Align work with strategic goals. Conduct cost-benefit analyses. Demonstrate knowledge of market and competition. Display orientation to profitability. Understand business implications of decisions.
- **Business Ethics** Inspire the trust of others. Keep commitments. Treat people with respect. Uphold organizational values. Work with integrity and demonstrate strong ethics.
- **Managing Constituent Focus** Develop new approaches to meeting constituent needs. Establish customer service standards. Monitor donor, partner and volunteer satisfaction. Donor and Volunteer centered mindset.
- **Strategic Thinking** Adapt strategy to changing conditions. Analyze market and competition. Develop strategies to achieve organizational goals. Identify external threats and opportunities. Understand organization's strengths & weaknesses.
- **Visionary Leadership** Act in accordance with vision. Communicate vision and gains commitment. Create a clear, compelling vision. Display passion and optimism. Mobilize others to fulfill the vision.

Qualifications

- Bachelor's degree from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.
- 10+ years of diversified fundraising experience in a nonprofit environment, including special events, major gifts, annual gifts, direct mail, and corporate philanthropy. Working knowledge of planned gifts.
- Proven history in identifying, cultivating/stewarding, soliciting, and closing major gifts and corporate sponsorships. Proven ability to close six figure gifts.
- Extensive network and deep understanding of the Los Angeles philanthropic landscape.
- 5+ years of leading revenue-generating teams with direct supervision of staff.

- Experience developing and executing a relationship based fundraising program with an emphasis on gifts over \$25K to include, but not limited to an understanding of DAF, CRT and CLT.
- Experience in integrating fundraising, marketing and communications teams and supporting cohesive planning across these programs.
- Proven career history that shows stability with an organization and a demonstrated ability to develop, nurture and build relationships.
- Excellent verbal and written communication skills to clearly communicate with all employees, interns, volunteers, donors, the Board of Directors, CEO and other senior executives in a clear, business-like, and respectful manner, which focuses on generating a positive, enthusiastic, and cooperative work environment.
- Demonstrated ability to set and achieve or exceed goals.
- Adherence to deadlines, strong organizational and time management skills with attention to detail.
- Ability to be flexible and adaptable to situational changes.
- Experience working with CRM databases, Salesforce (preferred).
- Proficiency in Microsoft 365.
- CFRE credential a plus but not required.

This role follows a hybrid work schedule. Candidate must be based in Los Angeles.