



Job Description

Job Title: Development Associate of Philadelphia

Job Type: Full-time (Hybrid Schedule), Early Career Fundraiser position

The Institution

Mission: Together, we create life-changing wishes for children with critical illnesses. Founded in 1980 when a group of caring community members helped a young boy fulfill his dream of becoming a police officer, Make-A-Wish is one of the world's leading children's charities with 58 chapters in the United States and its territories. Tens of thousands of volunteers, donors and supporters advance the Make-A-Wish® vision to grant the wish of every child diagnosed with a critical illness. In the U.S. and its territories, a wish is granted every 34 minutes. A wish can be that spark that helps these children believe that anything is possible and gives them the strength to fight harder against their illnesses. This one belief guides us and inspires us to grant wishes that change the lives of the kids we serve. Make-A-Wish has granted over 520,000 wishes in the US since inception.

Since 1986, Make-A-Wish Philadelphia, Delaware & Susquehanna Valley has fulfilled more than 8,000 transformational wishes and projects fulfilling 340 wishes this year alone. A wish come true helps children feel stronger, more energetic, and more willing and able to battle their critical illnesses. Make-A-Wish accepts referrals from parents, guardians, medical professionals such as doctors, nurses, social workers, and child-life specialists. Our chapter now serves the following 13 counties: Bucks, Chester, Cumberland, Dauphin, Delaware, Lancaster, Lebanon, Montgomery, Perry, Philadelphia in Pennsylvania, and New Castle, Kent and Sussex in Delaware.

At Make-A-Wish Philadelphia, Delaware & Susquehanna Valley, we are committed to championing diversity, equity and inclusion, fostering an organization that is accessible and welcoming for all wish families, volunteers, donors and staff so that everyone feels valued, respected and empowered. We believe that a variety of backgrounds and experiences lead to better innovation and creativity.

Together, we will work to build a culture that encourages and celebrates diverse voices and experiences. It is only through the mosaic of these different cultures, perspectives and experiences that we can be successful in granting life changing wishes to EVERY eligible child.

For additional information about Make-A-Wish Philadelphia, Delaware & Susquehanna Valley, please visit philadesv.wish.org.

Job Summary: We are seeking a **Development Associate** to lead and grow school-based and peer-to-peer fundraising programs across the five-county Philadelphia region. This role is ideal for a **motivated early-career professional** with prior experience in fundraising, event planning, or nonprofit development who is ready to take the next step in their career.

The Development Associate will partner closely with the Vice President of Development to design and execute short- and long-term strategies to expand community fundraising programs—from preschool through college—as well as corporate sponsorships, volunteer engagement, and stewardship initiatives. This role also serves as the lead for our **Wish Your Way** program and the chapter's **flagship student campaign, Rising Stars**.

The ideal candidate will be a **self-starter with strong relationship-building skills**, a passion for mission-driven work, and the ability to work both independently and collaboratively. This individual will play a key role in driving regional revenue growth and elevating our presence across schools, corporations, and individual supporters.

Key Responsibilities:

- **Strategic Planning & Fundraising Execution**
 - Collaborate with the Vice President of Development to establish annual fundraising goals and develop and implement strategies to achieve them.
 - Develop tailored fundraising strategies for school-based campaigns and peer-to-peer efforts that reflect donor interests and community engagement opportunities.
 - **Program Leadership**
 - Lead all student-focused fundraising programs, including *Rising Stars*, *Kids For Wish Kids*, and *Wishmakers on Campus*, with a focus on growth and innovation.
 - Direct the *Rising Stars* campaign: recruit and support schools, develop fundraising plans, manage campaign platforms, coach students, coordinate recognition events, and steward sponsors. Grow the campaign to \$500K+ over the next 3–5 years.
 - **Volunteer and Committee Management**
 - Co-recruit and manage a *Rising Stars Leadership Committee* to help expand reach, identify new leads, and support fundraising and sponsorship development.
 - **Peer-to-Peer Fundraising & Stewardship**
 - Oversee the *Wish Your Way* program by identifying, cultivating, and retaining individuals, families, schools, and corporate supporters. Develop an annual stewardship calendar to deepen engagement and increase giving.
 - Support and grow external fundraising efforts led by young professionals, wish families, and board members.
 - **Donor Systems and Data Management**
 - Serve as internal lead for EMC (Make-A-Wish's peer-to-peer fundraising platform).
 - Maintain donor records in Salesforce, run and interpret reports, and support use of event platforms such as GiveSmart.
 - **Additional Revenue Opportunities**
 - Identify and execute additional fundraising opportunities such as external events, stewardship dinners, employee fundraising, and special campaigns tied to initiatives like *The Wishing Place*, *Wish Access Fund*, and more.
 - **Cross-Team Collaboration**
 - Participate in broader Development team planning, contribute to chapter-wide initiatives, and support large-scale fundraising events as needed.
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Qualifications:

- 2–4 years of relevant experience in nonprofit development, event management, or community engagement.
- Demonstrated ability to manage complex projects and fundraising campaigns from start to finish.
- Excellent communication, organizational, and interpersonal skills.
- Comfort working with donor databases (Salesforce, GiveSmart, EMC) and learning new platforms.
- Strong problem-solving skills and a proactive, mission-first mindset.
- Ability to work occasional evenings and weekends for events or donor engagement.

This is a dynamic opportunity for someone ready to **grow as a fundraising professional**, take ownership of key initiatives, and make a tangible difference in the lives of children and families in our region.

Required Qualifications:

- Undergraduate degree or equivalent work experience required.
- Related experience in a development/fundraising type of role.
- Availability to work some nights and weekends.
- Must work in the office Tuesdays and Thursdays. Monday, Wednesday and Friday are remote.
- Ability to travel within chapter jurisdiction and occasional national conferences or trainings.
- Excellent computer skills including familiarity with Microsoft Office products as well as Salesforce and Givesmart.
- Exceptional relationship builder who can recruit and engage a diverse set of funders.
- Creativity, entrepreneurial energy, outstanding interpersonal skills, and a commitment to professional fundraising ethics.
- Demonstrated ability to build and manage relationships; track record of building a strong network to support a cause or product.
- Motivated, independent, organized self-starter with demonstrated time-management skills who is a team player.
- High energy, enthusiasm, ambition and a strong work ethic.
- Outstanding written and oral communication skills.

To apply for this position, please complete the online application through LinkedIn and upload both your resume and cover letter.

Make-A-Wish is an equal opportunity employer and is committed to fostering an inclusive and diverse workplace. We do not discriminate based on race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other protected characteristic as defined by applicable law. We believe in providing a fair and supportive work environment where all individuals are valued, respected, and empowered to contribute to our shared success. If you require accommodation during the application or interview process, please let us know, and we will be happy to assist.

Location Note: Our office will be moving from Blue Bell, PA, to Bala Cynwyd, PA, in August 2025. You must be able to commute to both locations during the transition.