



Raising A Reader MA (RAR-MA) is an evidence-based early literacy organization dedicated to helping families of young children (newborn through age 6) develop, practice, and maintain habits of reading together at home. Our work, which both increases access to books and offers families tools and support for strengthening the culture of reading at home, is driven by more than 30 years of research that shows the single most significant factor influencing a child's academic achievement is being regularly read to by their parents and adult caregivers before starting kindergarten.

DIRECTOR OF DEVELOPMENT

Organizational Overview

Currently in Massachusetts, two thirds of children from low-income families enter kindergarten without the literacy skills they need to succeed. [Raising A Reader MA](#) (RAR-MA) directly addresses this need by providing the books and family education to ensure all children enter kindergarten with a foundation for success. Since its founding in 2006, RAR-MA annually serves approximately 7,500 children. Over the next few years, RAR-MA plans to deepen its impact in Massachusetts. We are seeking an experienced, well-connected development professional to refine our development strategy and lead fundraising, with a particular focus on increasing individual and corporate giving.

Position Summary

The Director of Development (DOD) will report to the Executive Director and participate as a member of a three-person Executive Leadership Team, which includes the Director of Programs. The Director of Development is responsible for working with the Executive Director and Board of Directors and is the primary staff liaison to the Development Committee and Marketing and Communications Committee, to strategically target development efforts to grow revenues and relationships over time and increase the community of funders. The Director of Development will lead and be supported by the Development Team which includes a part-time remote contract Grant Manager, a full-time Development and Communications Manager, and a part-time remote Executive Admin and Data Analytics Manager.

The DOD provides high level strategic leadership, execution, and operational management of the organization's current and future development activities, while also focusing on increasing the organization's ability to attract and retain donors. The DOD is responsible for creating annual and multi-year strategic development plans and for providing leadership and oversight for all fundraising activities including major gifts, annual funds, special events, corporate, foundation, and government support, and new opportunities. Currently the organization raises approximately \$750,000-\$900,000 per year through philanthropic support from foundations, corporations, and individuals.

The successful candidate will be drawn to the RAR-MA team culture that values a close, congenial spirit of family and is laser focused on the mission and the beneficiary communities, partners, and families, while creating a donor centric relationship with funders. Our team works co-creatively, cooperatively, and collaboratively. Since RAR-MA operates in Boston and [Gateway cities](#) across the Commonwealth, RAR-MA staff is adept at working collaboratively and remotely using electronic shared resources. Work time for the Director of Development can

be flexible with in-office time and remote work, while recognizing that donor meetings, board meetings, networking and industry events, and other needs may require flexibility throughout the day and evening.

Key Responsibilities

Development Strategy

- Provide overall development strategy and leadership, with a particular emphasis on developing and executing the organization's short- and long-term fundraising strategies for high-level individual giving as well as strategies that build on RAR-MA's signature and successful Dinner with an Author Gala and other events.
- Build on recent development strategy planning by refining and executing the annual plan for fundraising, including identification of growth areas, measures of success, return on investment, and supporting metrics.
- Increase support from individuals, including major gifts, in support of RAR-MA's long-term sustainability and growth strategy.

Development Execution

- Drive and execute identification, research, cultivation, and stewardship work to attract new donors, deepen relationships with existing donors and ensure a rewarding donor experience to increase retention and giving annually.
- Become a high-level expert in RAR-MA programming and be able to speak knowledgeably, passionately, and compellingly about organizational impact, current success stories, and programmatic initiatives.
- Collaborate with Director of Programs to ensure that funding is aligned with program needs and activities
- Work efficiently, coordinate and lead efforts across roles, and strategically build on organizational strengths to improve return on investment, conversion of event attendees to donors, and donor retention with an overall focus on outcomes.
- Manage development budget and revenue forecasting and report results in a timely manner
- Utilize the capabilities of the existing CRM system (Salesforce) and other donor resources to manage the entire donation process and produce reports that inform development efforts.
- Oversee events, managing expenses and making use of outside event consultants if cost-effective in maximizing staff time and return on investment.
- Oversee grants, including weekly pipeline reviews and whole organization participation in grant preparation, site visits, and reporting that strengthens grants capacity, making use of contract grant writers as needed.
- Oversee consultants and vendors working in development areas, ensuring that all fundraising and communication initiatives are strategic, effective, and focused on outcomes.
- Oversee all public relations and marketing efforts by working closely with the Development and Communications Manager
- Supervise and support the Development and Communications Manager in the creation of clear and compelling communications to institutional funders, donors, and community members
- Supervise and support the Data Analytics Manager to maximize efficiencies, complement revenue growth strategy and conduct donor research.

Qualifications

- Passion for our mission
- 5+ years of development experience, including at the executive level, to earn the respect and support of various constituencies including the Board, team, donors, press, community leaders, and partners
- Experience in creating annual fundraising plans and development calendars



- Proven record of measurable accomplishments in fundraising, particularly in the areas of individual major gifts, and corporate giving, with a working knowledge of all other aspects of fundraising, such as annual campaigns, special events, foundation support, and local, state, and federal funding opportunities
- Ability to think creatively and identify new opportunities
- Demonstrated success in securing individual and corporate donors and stewarding existing relationships
- Exceptional interpersonal, networking, written, presentation and verbal communication skills
- Eagerness to learn, grow, and stay on top of trends in philanthropy and early literacy
- Excellent ability to write and edit persuasive materials
- Exceptional time, task, project management and organizational skills focused on both short-term and long-term strategy with an attention to detail
- Demonstrated ability to work autonomously and effectively without close supervision
- Willingness to function effectively as a member of a team and to participate in activities that will contribute to the organization's overall success
- Strong understanding and practice of cultural humility and respect for others
- Proficiency in Salesforce, other CRM, or fundraising software and/or systems
- Bachelor's degree or equivalent life/professional experience

RAR-MA encourages individuals of all backgrounds to apply for this position. Raising A Reader MA is an equal opportunity employer that is committed to creating a multicultural organization. We celebrate the diversity of our world and our community, and we seek to build a team that reflects that strength.

This position is full-time, based in Boston, MA with an annual salary of \$90K-\$100K commensurate with experience. RAR-MA offers a competitive benefits package and a flexible, collaborative environment as part of the overall compensation considerations.

To apply: Please send a resume and cover letter describing your interest in and qualifications for the position, as well as a writing sample, to careers@raisingareaderma.org. Please state where you learned of this opportunity.