

CONCERN

worldwide u.s.

Chief Development Officer
New York, NY



*A global community working to transform the lives
of the world's poorest people*



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The Mission

Concern Worldwide U.S. is part of a global community of humanitarians, partners, community members, supporters, donors, and volunteers who share a common vision of a world where no one lives in poverty, fear, or oppression. Concern’s mission is to help people living in extreme poverty achieve major improvements in their lives that last and spread organically, without ongoing support from Concern. Acting as a partner, not an aid-giver, Concern works collaboratively with people at the community level in 26 countries, identifying transformative solutions and sharing knowledge of what works for large-scale implementation. Through both long-term development and emergency response programs, Concern targets the root causes of entrenched and sudden forms of extreme poverty in the hardest places in the world and creates an inspiring and practical model of global change.

First Concern

Concern Worldwide was founded in Ireland in 1968 when a small group of dedicated individuals joined together to respond to a devastating famine in Biafra. Concern’s founders launched a nationwide appeal that raised over 3 million pounds in just 3 months. Soon Concern’s focus expanded from the African continent to the global stage. In the nearly 50 years since, Concern Worldwide has grown from a local grassroots movement into an established global operation. Operating in 26 countries around the world, its programs impact nearly 9 million individuals every year. Over 90% of Concern’s 4,000 skilled and committed staff members and volunteers work in their home countries and communities to promote change. Their work is guided by a vision of a world where all have opportunities and choices essential for long, healthy, and creative lives.



Concern U.S.

Concern Worldwide U.S. is an independent affiliate of Concern Worldwide. It supports the global Concern network by raising funds, recruiting staff, promoting public

awareness of pressing humanitarian issues, and providing technical support to Concern’s programs. For every dollar that Concern U.S. raises, 92 cents directly supports programs to address poverty.

In addition to supporting Concern’s worldwide programs, Concern U.S. works with International Medical Corps and Harvard Humanitarian Initiative to run Building a Better Response, which trains NGO first responders to engage with each other and coordinate more effectively during disasters. To date, over 30,000 humanitarians have joined the BBR movement by attending a workshop or registering for the e-learning tool.

Over the last year, Concern U.S. has achieved tremendous impact in the areas of emergency response, supporting livelihoods, and health and nutrition.

The Development Program

Concern Worldwide is celebrating its 50th anniversary in 2018 with a framework to significantly expand its work and impact as economic crisis and global conflict make poverty a continued challenge. Concern recently implemented a 4-year strategic plan that aims to help 25 million people annually, on a budget of \$235M, by 2020. The plan increases Concern's commitment to health and nutrition and its speed and capacity in disaster response, seeking to make it a leading force of poverty reduction in the greatest possible number of fragile states. To help advance these goals, Concern U.S. has increased its own support for Concern programs. Operating under its own strategic plan, Concern U.S. has committed to expand its visibility and support for Concern's global mission. Its 5-year strategy, implemented beginning in January 2015, aims to grow Concern U.S.'s annual revenue from \$31M to \$50M by 2018 and to generate continued expansion. The CDO will be responsible for generating \$15M of the \$50M goal, which will come from private sources.

Concern U.S. Funders

Concern U.S. secures donations from a wide range of investors and supporters, including individuals, foundations, corporations, and government agencies. Its largest supporter has always been the United States Agency for International Development (USAID), which has awarded Concern over \$150 million since 2010. Government grants made up about 80% of Concern Worldwide's revenue in 2017 and will remain a key source of support for its programs.



Leadership Support for Development

Under the direction of the new Chief Executive Officer Colleen Kelly, Concern U.S. is embarking on a high-level strategic effort to diversify and modernize its fundraising program. Colleen has over three decades of experience in advertising, marketing, and business development on a global scale. She will be an enthusiastic partner to Concern U.S.'s new Chief Development Officer as they work together to design a reenergized comprehensive fundraising program.

Growth Opportunities: Private Funding and Unrestricted Giving

In addition to increasing overall revenue, Concern U.S.'s development program aims to build new funding streams that enhance programmatic flexibility and financial sustainability. The development department will expand a pipeline development program that targets both individuals and institutions with a goal of gradually increasing private gifts to \$15M from special events, direct marketing, individual giving, corporations, and foundations. The department will also seek to develop strategies to increase unrestricted giving to Concern U.S.



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The Opportunity

Concern Worldwide U.S. is seeking a Chief Development Officer to design a comprehensive fundraising strategy that leverages current resources, mines untapped opportunities, and maximizes return on investment to generate sustained growth in unrestricted, private, and overall revenue. Reporting to the CEO and working closely with the Vice President for Communications, the CDO leads a team of diverse development professionals to employ a full range of tools—including personal networks, special events, and program-specific engagement opportunities—to grow three major revenue streams: individuals, foundations, and corporations. Under the CDO's leadership, Concern U.S. will launch comprehensive efforts to expand the private donor base and increase individual and institutional giving.

Leadership and Management

- ❖ Develop and direct the execution of a multi-year strategic fundraising plan designed to increase private revenue to \$15M over the next 3 years while expanding overall giving to \$50M and to increasingly and sustainably elevated levels thereafter.
- ❖ Establish broad principles and best practices across development functions with the goal of continuously fostering sophistication, creativity, and efficiency in all donor outreach efforts.
- ❖ Create fundraising department metrics and continuously evaluate performance against them.
- ❖ Lead and manage a talented and energetic team of development professionals that encompasses both New York headquarters and Chicago staff, providing mentorship and professional development opportunities that meet individual and organizational goals.
- ❖ Collaborate with the communications department to ensure that all outreach activities are integrated and leveraged to maximize engagement and revenue.

Board and Executive Engagement

- ❖ Serve as a primary liaison to the Board of Directors and partner with the Chair of the Board's Development Committee, providing strategic guidance to attract, inspire, and engage Board and Committee members in all phases of major donor outreach.
- ❖ Serve as a strategic partner to Concern U.S.'s CEO, ensuring she is appropriately leveraged and adequately prepped to build relationships with all major donor constituencies.
- ❖ Foster a culture of outreach, philanthropy, and entrepreneurialism throughout Concern U.S.
- ❖ Develop strong, collaborative relationships with the Concern Ireland development team.

Program Design and Execution

- ❖ Guide and support the VP of Individual Giving and Events in (1) developing a robust prospect research program that broadens and deepens outreach to major donors of all constituencies and (2) evaluating a special events program that currently includes a schedule of 8 to 9 annual events.
- ❖ Direct the construction of donor portfolios and expand a moves management process that appropriately prioritizes donors, increases retention rates, and moves donors up the giving ladder.
- ❖ Take a lead role in securing large gifts from foundations, corporations, and individual donors.
- ❖ With the CFO and Program staff, maintain responsiveness to donors' reporting requests.

The Candidate

The ideal Chief Development Officer will be a strong strategic thinker with a sophisticated understanding of a full range of contemporary fundraising strategies. An ambitious and entrepreneurial team member, s/he will be comfortable forging close partnerships both internally and externally and coordinating closely with others to proactively seek new funding and growth opportunities and serves as a role model for an innovative and functionally diverse team. The CDO will combine these skills with a passion for the work of Concern Worldwide. Specific qualifications include:

Background

- ❖ 8 to 10 years of progressively responsible experience in all aspects of non-profit resource generation.
- ❖ Bachelor's degree required; advanced degree or continued professional development preferred.

Skills and Experience

- ❖ Record of success in establishing and implementing financial goals and strategies, identifying and analyzing challenges, and formulating creative solutions.
- ❖ Expert understanding of how to build diverse major donor pipelines and to ensure that all development activities are fully leveraged and maximized.
- ❖ Outstanding major gift fundraising record, with a demonstrated ability to secure 5-figure and larger donations and to implement best practice donor communication and stewardship initiatives.
- ❖ Experience building long-term, mutually beneficial partnerships with foundation/corporate donors.
- ❖ Ability to analyze and interpret donor data (via Salesforce) to make informed strategic decisions.
- ❖ Experience developing and managing a department budget and making wise investments.
- ❖ Record of successfully engaging senior leaders and Board members in the fundraising process.
- ❖ Demonstrated ability to lead an effective development staff with diverse skill sets; experience leading remote staff is desirable.
- ❖ Knowledge of and passion for addressing poverty and development issues, with the ability to serve as a compelling ambassador for these issues.

Leadership Style

- ❖ Thoughtful and strategic team-based approach to development.
- ❖ Strong sense of sophistication that sets a high standard of professionalism and excellence.
- ❖ Clear evidence of a management style that emphasizes collaboration in and across departments, including collaboration with communications and marketing leaders.
- ❖ Results-driven work ethic and comfort delivering under pressure.
- ❖ Strong interpersonal skills and the ability to build strong internal and external relationships.
- ❖ Comfort in interacting and engaging a diverse set of stakeholders, including senior executives, staff, volunteers, donors of all constituencies, and vendors.

To Apply



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Questions, résumés, and CVs should be sent to
search@driconsulting.com

All first round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi is an executive search and development consulting firm that places senior executives and works with them to build talented staffs, develop bold strategic plans, and design powerful fundraising programs.

Concern Worldwide U.S. is an Equal Opportunity Employer and is seeking a diverse slate of qualified candidates for formal consideration.



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