

ByalaSearch LLC

DIRECTOR OF INDIVIDUAL GIVING

ByalaSearch LLC is pleased to announce that our firm has been retained by the NAACP Legal Defense & Educational Fund, Inc. to identify candidates for the position of Director of Individual Giving.

ABOUT NAACP LEGAL DEFENSE & EDUCATIONAL FUND, INC.

The NAACP Legal Defense & Educational Fund, Inc. (LDF) is the country's first and foremost civil and human rights law organization. Founded in 1940 under the leadership of Thurgood Marshall, who subsequently became the first Black U.S. Supreme Court Justice, LDF was launched at a time when the nation's aspirations for equality and due process of law were stifled by widespread state-sponsored racial inequality. From that era to the present, LDF's mission has been transformative—to achieve racial justice, equality, and an inclusive society.

LDF's litigation, policy advocacy, organizing, and public education programs in the substantive areas of criminal justice, economic justice, education and political participation seek to ensure the fundamental and basic human rights of all people to quality education, economic opportunity, the right to vote and fully participate in democracy, and the right to a fair and just judicial system.

The LDF Development Department is headquartered in NYC and oversees all fundraising efforts to support LDF's ongoing programs and operations. This is a transformative time for LDF and for its Development Department, having seen a recent dramatic influx of support in direct response to widespread attention to racial injustices. This is a pivotal time for LDF as the organization looks to build on this growth.

PRIMARY FUNCTION

The Director of Individual Giving will play a key role within the Development Department, and will be responsible for developing and leading a comprehensive, strategic plan of action to identify, cultivate, solicit and steward individual donor giving to meet and exceed annual goals. The Director will be responsible for advancing LDF's strategic priorities, with two primary focuses: 1) Setting strategy and executing fundraising plans for sustaining and growing the annual fund; and 2) Identifying key areas of opportunity to acquire, retain and grow individual donors of up to \$20,000. The Director of Individual Giving will report to the Sr. Director of Major Gifts. On occasion, the Director of Individual Giving will work with the Sr. Director of Major Gifts and key volunteers to

support their efforts in cultivating and soliciting donors. The Director will work to deepen the prospective donor and major gift pipeline and will maintain accurate and up-to-date information on LDF donors and prospects.

POSITION DESCRIPTION

Specific Responsibilities of the Director of Individual Giving:

- Manage a portfolio of individual donors; build, implement and participate in each step of the donor pipeline including: identification; qualification through research; cultivation; briefing; request for support; and prompt follow up, stewardship, and recognition;
- Oversee and grow the annual fund, LDF's unrestricted fund, by employing donor specific strategies for increasing donor support;
- Oversee all Annual Fund solicitations and communications and acknowledgement letters;
- Identify donors with potential to increase their support;
- Attend events (in person and virtual) which facilitate contact with prospects; and follow up with event attendees, as appropriate;
- Coordinate and attend a minimum of 100 visits (or videoconferences) with donors or potential donors annually;
- Record all contact reports and donor communication in Raiser's Edge in a timely fashion;
- Track and analyze results; communicate progress and produce financial and status reports;
- Develop personalized correspondence including letters, invitations, briefings, and other mailings;
- Other responsibilities as assigned by the Sr. Director of Major Gifts and/or Chief Development Officer.

Ideal Skills and Experience:

- Minimum of 7 years of experience in development, preferably annual, special and /or major gift fundraising, and building a culture of philanthropy;
- Bachelor's degree;
- Highly organized individual with strong project management skills and the ability to prioritize and manage deadlines;
- Strong communication skills, both written and oral;
- Strong interpersonal skills;
- Experience working with senior executives and high-profile volunteer leadership;

- Flexibility and ability to work independently and as a team player with a range of constituents and colleagues;
- Experience with fundraising databases; familiarity with Raiser's Edge a plus;
- Commitment to the mission and growth of LDF;
- Experience with civil rights, human rights organizations a plus;
- Excellent computer skills and advanced proficiency with Microsoft Office (Excel, Power-point, Word) programs.

Critical Competencies for Success

- Track record of developing, soliciting, cultivating and stewarding donors; ability to create a pipeline and move donors to higher levels of giving.
- Demonstrated ability to solicit and close 5 and 6-figure gifts.
- Very strong written and oral communication skills to build relationships through a variety of formats, including in-person visits as well as phone and video.

Other Characteristics

The successful candidate will be passionate about the mission of The NAACP Legal Defense and Educational Fund and value how fundraising contributes to that mission. He/she will be a seasoned professional capable of proactively developing and articulating strategies and working in a fast-paced environment, maintaining flexibility and a sense of urgency. The ideal candidate will be organized and entrepreneurial, able to work with senior management as well as manage a collaborative team, and to enable staff to perform at the highest level to achieve the best possible outcomes. The candidate must possess the maturity, poise, and sophistication to represent the LDF with passion and authority, communicating the organization's mission and activities, while building complex relationships with a broad pool of current and potential donors. Relationship management abilities, communications skills, project management experience, and a collaborative work style are essential to the Director of Individual Giving at the NAACP LDF.

Kindly send nominations or expressions of interest to:

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