



Position: Director of Individual Giving- HNWI

Department: Development

Reporting to: Chief Executive Officer

Organization: Remote (US Northeast)

Salary: \$120,000-125,000

Organization Description:

StrongMinds (www.strongminds.org) is a dynamic and fast growing 501(c)(3) social enterprise that treats depression among women of all ages in Africa, where access to mental health treatment is extremely limited. Since its start in 2013, StrongMinds has treated over 500,000 women and adolescents with depression in Uganda and Zambia. **We are the only organization scaling a solution to depression in Africa with a potential to serve millions in the next ten years and to expand to other geographical regions.** StrongMinds has earned an impressive reputation in the global mental health space. In addition to media coverage in the New York Times, Forbes, BBC World Service, and the Stanford Social Innovation Review, we are described by UK organization Founders Pledge as the most cost-effective mental health organization working in the developing world and by Charity Navigator as a highly rated, high-impact charity.

About the role:

StrongMinds' (SM) is creating a new position to lead in the development and implementation of a High-Net-Worth Individual Donor program. The Director is a key member of the Development team, leading and aligning SM's Major gift strategy and plans with the organization's strategic priorities and mission. You will be joining SM in a period of rapid growth, fueled by a growing institutional donor portfolio and a dedicated group of major donors. In order to sustain our growth and programming scale, SM is aiming to grow its major donor portfolio, further diversify our income and increase the percentage of unrestricted donations we raise each year. We are searching for an experienced fundraising professional that is interested in leading efforts to create and implement a comprehensive international major donor fundraising system to achieve these goals.

The successful candidate will have a background in major gift fundraising, including creating and managing portfolios for the CEO, Development Director and themselves, experience with donor moves management, experience in planned giving, and will be excited by the prospect of working in a fast-paced and high-performing environment. A successful track record of soliciting and closing five-six figure gifts is required. You must be able to meet ambitious fundraising goals and spot opportunities for the same, initiate and self-manage

projects and tasks to completion, and collaborate successfully with a wide range of colleagues. Flexibility, positivity, creativity, independence and collaboration are essential to success. This role reports to the Chief Executive officer.

Responsibilities:

Donor Cultivation:

- Build a vital major donor pipeline process that includes identifying, qualifying, and cultivating prospects and elevating them to solicitation status.
- Craft and execute individualized fundraising plans for each prospect and donor in your portfolio, including specific fundraising goals and a stewardship strategy.
- Create opportunities to inspire, educate and uplift major gift donors & prospects and provide timely reporting and updates on collective impact and success.
- Support and grow StrongMinds' relationships with Major Donor platforms in other countries.

Program Definition & Leadership:

- Create and implement a program that results in an increased number of major donor gifts from an active donor pipeline, that meets and exceeds fundraising goals. Lead on the development and execution of donor stewardship strategics including developing, executing and overseeing major gift acquisition and engagement programs.

Communication & Collaboration:

- Develop and deliver compelling proposals and presentations to donors and prospective supporters including writing letters, grant proposals and other funder correspondence as well as managing contracted support as and when required.
- Support the communication's team efforts regarding messaging and outreach for potential low and mid-level donors via social media and eblasts.
- Collaborate with other departments/staff across the organization (i.e. Communications, Finance, Programs team) to identify information and materials of interest to prospects and donors, including budgets and communication materials. Create collateral, proposals, and reports tailored to donors' interests.

Knowledge Management:

- Develop and maintain a thorough and accurate understanding of SM's programs, fundraising strategies, and funding priorities in order to effectively connect donors and prospects to the work.
- Work with both development & communications colleagues to track and maintain donor engagement efforts in the CRM system (Bloomerang/Salesforce).
- Support the Development team on proper data entry and tracking for all HNWI individuals and prospects, leading the process to maintain stewardship.

- Lead regular analysis & reporting on the overall performance of fundraising against goals and strategic plan for major gifts.

Skills Abilities & Experience Required

- Bachelor's degree in a related field is required
- 7-10 years of successful fundraising experience, with emphasis on individual giving (high-net-worth individuals).
- Experience growing an individual donor base and supporting a team to deliver a mass donor communication program; experience working with foundation and corporate donors a plus.
- Significant understanding and experience of working with High-net-worth individuals in long-term relationships.
- Personal track record of success in reaching and exceeding fundraising goals.
- A clear understanding of leading practices, trends, and innovations in the development field.
- Exceptional oral and written communication, networking, and public engagement skills, including the ability to adapt style and approach to diverse needs.
- Demonstrated project management, organization, delegation, and prioritization skills. Excellent grant writing capability.
- Commitment to the values intrinsic to StrongMinds' mission and strategy
- Sense of humor

Strong Minds Core Values

- **We are people focused.**
- **We think big and act fast.**
- **We are data driven.**
- **We do what we say and say what we do.**
- **We believe in collaboration, not competition.**

Location: This position is available from a remote location in the Eastern US time zone or in the Maplewood, NJ office of StrongMinds.

To Apply

Please submit a thoughtful and brief cover letter and resume to sryan@strongminds.org mentioning '**Director of Individual Giving (HNWI)**' in the subject line.

We offer great benefits including Medical, Dental and Vision insurance (100% employer paid premium for up to \$1500/month), Health Cost Reimbursement, Flex PTO Plan, Simple IRA, Cellphone/Internet allowance, Business travel reimbursement. We offer highly competitive salary, based on an average 40 hours a week, plus bank holidays, wellness days, flexible/hybrid work arrangements, Staff retreat and opportunities for global business travel.

