



Director of Development
Wisconsin

The Opportunity

The Reach Out and Read Development Director position in Wisconsin provides a unique opportunity to help shape the future direction of our organization in the state. The Development Director will be a valued member of our growing team who plays an essential role in bringing our work in the state to the next level. Currently, 260 participating clinics touch the lives of 156,000 children and their families each year – one in three infants, toddlers, and preschoolers in the state. As an evidence-based, highly scalable program, Reach Out and Read has the potential to significantly influence child and family outcomes in Wisconsin.

You are an ideal candidate for the position if you are a results-oriented professional with an entrepreneurial spirit who will enjoy the opportunity to design and lead the development strategy for Wisconsin, while building a development and communications department.

Reporting to the Executive Director and working closely with Wisconsin and National Center colleagues, the Development Director is a strategic, savvy, and effective champion for the organization and its initiatives, skilled at identifying opportunities, building relationships, and establishing strong partnerships. The Development Director must be able to: apply creative and strategic thinking; learn new skills, content, and technology; adapt to an evolving and growing organization; and work as an effective team member with remote colleagues in a virtual working environment.

This newly created position is responsible for creating and executing a comprehensive fundraising strategy to raise approximately \$500,000 annually initially and generating increased revenue over time and playing a pivotal role in the sustained growth of Reach Out and Read programming in the state.

Key Responsibilities

Development/Fundraising Leadership and Strategy

- Develop a strategic fundraising plan and revenue goals for growing revenues through corporate and foundation support and individual gifts.
- Serve as a member of the Wisconsin Leadership Team and contribute to strategy development and implementation.
- Provide expertise and a fundraising/resource development lens to strategic discussions and collaboration with other functional areas (programs, policy/advocacy, etc.).
- Collaborate with the Program Director to create resources and tools to support and improve Reach Out and Read programs' success in raising book funds in their local markets and convert locally identified funding opportunities to Reach Out and Read's stewardship, when possible.
- Create an engagement strategy to engage advisory committee(s) in support of fundraising efforts.
- Collaborate with the Program Director and Executive Director to close, steward, and grow funding identified through program partnerships, such as with healthcare systems or insurers.
- Support the Executive Director to steward and communicate with public funders, such as legislators and agency staff.
- Represent the organization in public events and meetings, as needed.
- Working knowledge of significant developments and trends in healthcare, as well as issues and trends affecting nonprofits and philanthropy.

Fundraising

- Build a comprehensive statewide philanthropy program that incorporates equity-driven fundraising principles and emerging models, such as Community-Centered Fundraising, ethical storytelling, and others.
- Design, implement, and manage all fundraising activities, including individual giving, grant applications, annual campaigns, corporate support, and workplace giving and combined fund campaigns.
- Work with Wisconsin programs team on project planning, grant deliverables, and project evaluation. Ensure deliverables are created in collaboration with the Regional Program Director and that grant budgets reflect organizational strategic priorities and needs.
- Develop measurement tools and reports for all stewardship and fundraising activities.
- Manage donor tracking system to track donation receipt and donor acknowledgment in alignment with the National organization's systems and policies.
- Manage grants submission process, including collection and synthesis of data, development and completion of high-quality proposals, tracking, reporting, and correspondence.
- Work towards designing, building, and leading a development and communications department appropriate for the organization's revenue, impact, and potential for growth.
- Apply the organization's DEI values in all communications and fundraising activities.

Communications

- Develop a communications plan and strategy to support fundraising growth and advocacy.
- Develop materials and communications (e.g., newsletters, e-news, and annual reports) for donor engagement.
- Assist in building brand awareness through outreach, publications, communications, marketing support, and advocacy.
- Manage social media presence by maintaining Facebook, Twitter, Instagram, LinkedIn, and other platforms identified. Identify methods to increase traffic to the website and social media outlets.

Supervision

- Will supervise all future development and communications staff on the Wisconsin team.

Qualifications and Experience

There are innumerable ways to learn, grow and excel professionally. We respect this when we review applications and take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring to the work. We are most likely to be interested in your candidacy if you can demonstrate the majority of the qualifications and experiences listed below:

- A minimum of 5-7 years professional experience and a proven track record in fundraising and developing donor engagement strategies.
- Intermediate to advanced proficiency with Microsoft Office Suite.
- Experience using Salesforce, preferred.
- Experience in developing donor cultivation and stewardship strategies, donor research, wealth screening, and donor analytics.
- Interest in applying Community-Centered Fundraising principles, experience doing so is a plus.
- Exceptional organizational skills.
- Strong communication skills, including clear and effective written communication.
- Able to network and build relationships with a variety of audiences.
- Able to take initiative and remain self-motivated.
- Understand Wisconsin funding landscape
- Belief in the power of diversity and excitement for working in a diverse culture and on diverse teams.

- Exceptional listening, trust-building, and ability to lead inter-personally and through delegation.
- Commitment to lifelong learning and engagement with new knowledge and methods in one’s professional field(s) of practice.
- Supervision and/or training experience.

Other duties as assigned.

Position Specifications

This is a full-time, exempt position. The Development Director currently works from a home-based office and preference is for this person to be in the Madison or Milwaukee metropolitan areas. Ability to travel, up to 25%, throughout Wisconsin plus availability to attend team retreats and meetings, site visits, and one to two national meetings per year is required. Most Reach Out and Read, Inc. staff work virtually and have done so prior to the COVID-19 pandemic.

Compensation and Benefits

The salary for this position is \$80-85k, commensurate with experience. We offer a robust benefits package including medical and dental insurance, 401(k) retirement plan with match, paid vacation, professional development stipend, and more.

About Reach Out and Read Wisconsin

Founded in 1989, Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. Reach Out and Read’s tens of thousands of trained pediatric providers use books as a diagnostic tool during regular check-ups. Providers teach parents how to engage their child with a book to promote positive parent-child interactions during the rapid brain growth between birth and age five, particularly in under resourced communities whose residents experience greater barriers to success and are at more risk for adverse outcomes. The daily practice of reading aloud with a parent supports children’s literacy and math skill development, their social-emotional development, and prepares them for future success in school and life. Through its national network of providers, Reach Out and Read is helping to set 4.5 million children a year on a path to a bright future from birth.

Reach Out and Read is the only national early literacy intervention delivered through pediatric care providers. The program has been the subject of 16 independent studies, the largest body of scientific research for any psychosocial intervention in pediatrics. Research shows that children served by Reach Out and Read are read to more often, enjoy sharing books more, and have better expressive and receptive language skills.

The Impact

- Reach Out and Read program sites are in more than 6,100 hospitals and health centers in all 50 states, Washington, D. C., and the U.S. Virgin Islands.
- Reach Out and Read serves 4.5 million children and their families annually.
- More than 7 million new, developmentally appropriate books are given to children annually.
- More than 33,000 medical providers currently participate in Reach Out and Read
- Our peer-reviewed body of evidence demonstrates that Reach Out and Read parents are two-and-a-half times more likely to read regularly to their children, and that children experiencing Reach Out and Read show enhanced language development.

To learn more about Reach Out and Read, visit www.reachoutandread.org.

To Apply

Please email a cover letter and resume, with the subject line “ROR Wisconsin Development Director Application” to jobs@reachoutandread.org.

-----**EQUAL OPPORTUNITY EMPLOYER**-----

Reach Out and Read is an equal opportunity employer and does not discriminate on the basis of sex, race, color, religion, sexual orientation, national origin, cultural heritage, ancestry, political belief, age, marital status, pregnancy, physical or mental disability or veteran status. Reach Out and Read is compliant with the American with Disabilities Act and we are committed to making special accommodations for your interview or work as a member of our team. If specific accommodations are needed, please notify hr@reachoutandread.org and we will work to accommodate your needs.