Assistant Director of Individual Giving

Position Overview

Families First (www.families-first.org) has provided high-quality parenting education programs in the Greater Boston area for more than 30 years. Our mission is to bring parents of young children together in their communities to strengthen their parenting knowledge, skills, and support systems.

Now our evidence-informed Power of Parenting™ program is Boston’s most comprehensive model for parenting education, family engagement, and parent leadership. It is an exciting time for the organization, as we are seeing incredible outcomes for families in the program, and we are beginning to expand our work outside of Boston.

As part of Families First’s Development Team, the Assistant Director of Individual Giving will lead the organization’s Individual Giving Program, with the opportunity to implement innovations that will increase revenue and improve internal systems to support the organization’s growth.

This is a full-time exempt position that requires availability to attend evening events and meetings with some regularity. Opportunities for professional development are available, and there is potential for growth as our organization builds over the next few years. This position reports to the Executive Director.

Essential Job Functions

- **Major Gifts Strategy & Management**
  - Manage and grow a portfolio of high-capacity donors and prospects
  - Create and utilize a moves management system to guide activities throughout the year
  - Partner with Executive Director (and other staff as appropriate) so that they are effectively deployed in high-potential cultivation and solicitation opportunities

- **Annual Giving Strategy**
  - Articulate a strategy and schedule of communications, events, and activities to increase Families First’s annual giving revenue and build a strong donor pipeline
  - Coordinate/execute all donor communications (with writing support from Marketing & Grants Coordinator), including direct mail and e-appeals, newsletters/updates, and thank you letters
  - Conduct detailed donor and prospect research
  - Utilize donor database and conduct data entry related to individual giving activities and donor relationships

- **Events Strategy**
  - Plan and execute a minimum of 3-4 donor cultivation events throughout the year
  - Guide strategy and fundraising efforts related to Families First’s annual Breakfast Benefit fundraiser (logistical support will be provided by an event planner). Direct responsibilities for this position include:
    - Coordinating the event committee.
    - Advising on overall event strategy and program.
    - Securing individual donations and corporate sponsorships to meet the event’s fundraising goal. This will involve coordination with Assistant Director of Institutional Giving to develop joint strategies for corporations as needed.

- **Board Engagement**
  - Partner with an active Board of Directors, supporting them to serve as strong advocates and fundraisers on behalf of Families First. Attend Board Meetings as needed.
Collaborate with the Chair of the Board’s Development Committee to set the Committee’s annual agenda and goals and ensure productive and engaging meetings.

**Other Responsibilities**
- Write Individual Giving components of annual Development Plan
- Build and monitor budget for Individual Giving Program
- Establish clear goals, benchmarks, deliverables, and metrics to monitor progress and evaluate/report on success
- Regularly attend local networking and community events

**Qualifications**
- Bachelor’s degree and 4-7 years of professional experience in development or related work
- A demonstrated track record in increased acquisition and retention of individual donors, experience with soliciting individual gifts, and up-to-date knowledge of the Massachusetts philanthropic community
- Previous experience working with donor databases and event planning are preferred
- Strong interpersonal and relationship-building skills, attention to detail, organizational skills, and strong written and verbal communication skills
- Ability to work well independently and in a collaborative team environment
- Comfortable with MS Office suite, e.g., Excel, PowerPoint, Word, Outlook

**Apply at:** [https://families-first.hiringthing.com/job/171959/assistant-director-of-individual-giving](https://families-first.hiringthing.com/job/171959/assistant-director-of-individual-giving)

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