**Director of Individual Giving | Job Description**

**About Scratch**

Scratch is a creative programming language and the world's largest online coding community for children and teens. Children around the world use Scratch and ScratchJr to create their own interactive games, stories, and animations – and share their creations with one another. In the process, they learn to think creatively, reason systematically, and work collaboratively. In 2023, more than 33+ million young people around the world created projects with Scratch.

**The Scratch Foundation**

Since its creation at the MIT Media Lab in 2007, Scratch use has grown dramatically. More than 120,000,000 people from every country in the world have created more than a billion Scratch projects. In 2024, we're responding to this growth by focusing on four strategic priorities: diversifying revenue sources; maintaining a high-quality experience for our existing users; re-engineering the platform; and implementing our programmatic and research work. To further respond to the extraordinary growth of our user base, we are launching a $40MM capital campaign to create the next generation of Scratch. The Foundation has 56 staff members, and its 2024 operating budget is $18,755,252.

**Position Overview**

The Scratch Foundation's Director of Individual Giving will play a pivotal role in advancing the organization's mission by leading individual fundraising, donor relations, and creating impactful engagement, cultivation, and stewardship strategies. This key leadership position will require a strategic thinker, relationship builder, and results-oriented professional who can drive revenue growth and strengthen the foundation's financial sustainability. This position reports to the Head of Institutional Advancement.

**Responsibilities**

1. **Develop and Execute Individual Giving Strategies**
   - Create and implement a comprehensive strategy for individual giving that aligns with the Foundation’s overall mission and financial goals.
   - Leverage the campaign to expand the donor base and increase individual contributions, focusing on major gifts and sustained giving.

2. **Cultivate and Steward Donor Relationships**
   - Build and maintain strong relationships with individual donors, ensuring personalized communication and engagement.
   - Develop and manage customized cultivation and stewardship plans to increase donor loyalty and lifetime value.

3. **Increase Revenue from Individual Donors**
   - Develop and execute initiatives to grow individual giving, focusing on major gifts, annual giving, and planned giving programs.
• Identify and leverage new fundraising opportunities tailoring approaches to engage high-net-worth individuals and other key donor segments.

4. Utilize Data and Analytics for Fundraising
• Implement data-driven strategies to identify donor trends, inform decision-making, and optimize fundraising efforts.
• Regularly assess the effectiveness of individual giving programs and prepare detailed reports on fundraising performance and donor engagement.

5. Collaborate with Cross-Functional Teams
• Work closely with Marketing, Communications, and Program team colleagues to integrate fundraising efforts with the Foundation’s broader goals and activities.
• Collaborate on joint initiatives that enhance donor engagement and align with the Foundation’s strategic priorities.

6. Plan and Execute Donor Engagement Events
• Lead the planning and execution of events that engage and inspire individual donors, strengthening their connection to the Foundation’s mission.
• Oversee all aspects of event management, from concept development to post-event follow-up, ensuring high levels of donor satisfaction and impact.

7. Ensure Compliance and Best Practices
• Ensure all individual giving activities comply with legal and ethical standards, as well as industry best practices.
• Stay informed of trends in philanthropy and incorporate innovative practices to continuously improve the Foundation’s individual giving programs.

8. Drive Innovation and Continuous Improvement
• Explore and adopt new fundraising technologies and techniques to enhance individual giving programs.
• Encourage a culture of innovation within the team, continually seeking ways to improve donor engagement and fundraising efficiency.

9. Other duties as assigned.

Qualifications
• Bachelor’s degree in a relevant field; advanced degree preferred.
• 5-7 years of successful individual fundraising, with a strong focus on major gifts, event planning, and donor relations in a non-profit environment.
• Strong strategic thinking and analytical skills with the ability to translate organizational goals into effective fundraising strategies.
• Excellent verbal and written communication skills, strong attention to detail, and the ability to engage and inspire diverse stakeholders.
• Experience with moves management and multi-level donor cultivation strategies.
• Knowledge or experience in the education or technology sector is a plus.
• Proficiency in CRM systems and knowledge of Salesforce is a plus.

This position pays between $115,000 - $140,000 and is a remote position that is based in New York City or Boston. The ability to travel domestically 3-5 times per year with occasional international travel required.

To apply, please visit https://tinyurl.com/scratchcareers.

*The Scratch Foundation is an equal-opportunity employer. Scratch welcomes people of all ages, races, ethnicities, religions, abilities, sexual orientations, and gender identities. We especially encourage historically marginalized identities to apply.*