



**NATIONAL CASA/GAL ASSOCIATION**

# CHIEF DEVELOPMENT OFFICER

## ABOUT THE NATIONAL CASA/GAL ASSOCIATION FOR CHILDREN

With a vision of a world where every child who has experienced abuse or neglect is given the opportunity to thrive in a safe and loving home, the National CASA/GAL Association for Children works in support of a network of 939 state organizations and local programs across 49 states. Court Appointed Special Advocate® (CASA) and guardian ad litem (GAL) dedicated volunteers are appointed by judges and stay with a child until the case is closed, and the child is placed in a safe, permanent home. Through a best-interest advocacy approach, the National CASA/GAL network serves over 242,000 children annually. Studies have shown that a child with a CASA/GAL volunteer is less likely to reenter the child welfare system and is more likely to achieve permanency, pass all courses in school, and to receive more services.

National CASA/GAL serves its extensive network by providing research-based training and curriculum for volunteers; technical assistance and quality assurance to establish effectiveness standards for member programs; coordinates national campaigns to support state and local volunteer recruitment and public awareness; and provides competitive grant funding to member programs. National CASA/GAL strategically sets membership criteria, policies, and practices to ensure highly effective membership programs across the country and establishes the core model for CASA/GAL advocacy. National CASA/GAL monitors nationwide trends affecting children who have experienced abuse or neglect, and makes sure that volunteers working through local programs have the resources needed to serve America's most vulnerable children and youth, including those targeted for sex trafficking, affected by the opioid crisis, with incarcerated parents, and those preparing to age out of the foster care system.

We invite you to learn more at [www.nationalcasagal.org](http://www.nationalcasagal.org).

### Key Facts

- \$20M operating budget
- 18-member National Board of Trustees
- 45 national staff
- 100,000 volunteers nationally
- 2,000-3,000 individual donors

### Mission

The National CASA/GAL Association, together with state and local member programs, supports and promotes court-appointed volunteer advocacy so every child who has experienced abuse or neglect can be safe, have a permanent home, and the opportunity to thrive.

### Values

- Adaptability
- Collaboration
- Integrity
- Respect
- Quality
- Service
- Stewardship

### Visit



## ABOUT THE CHIEF DEVELOPMENT OFFICER

The Chief Development Officer (CDO) will serve as a key member of the executive team at National CASA/GAL, reporting to the Deputy CEO and working closely with the CEO to set strategy for ongoing revenue growth. The CDO will be expected to build a comprehensive development program to grow philanthropic revenue from individuals, corporations, and foundations in support of National CASA/GAL's mission and vision. The CDO will partner closely with the CEO, Deputy CEO, Chief Communications Officer, and Deputy Chief Marketing Officer to generate sustainable revenue for the organization. The CDO will manage a Philanthropy Database Specialist, with potential to grow the team as revenue increases.

The ideal candidate will have a visionary and entrepreneurial approach to their work, a deep passion for the mission and vision of National CASA/GAL, strong leadership skills to support a national team, and excellent fundraising abilities to build major and leadership gifts from new and existing high-net worth donors and prospects. The Chief Development Officer will carry a portfolio of major donors, and staff the CEO and other senior leaders as appropriate to further philanthropic relationships. To be successful, the Chief Development Officer must be a confident, collaborative, hands-on, and results-oriented leader who can articulate clear and compelling cases for support that ensure the growth and vitality of one of the nation's premier supporters of some of the most vulnerable children.

## MAJOR OBJECTIVES

Within the first 12 to 24 months, the Chief Development Officer will achieve the following major objectives:

- Develop and implement a strategic development plan that creates the infrastructure needed to support a sustainable, growing program and broadens the engagement of individual donors significantly.
- Identify new and existing major donors with greater capacity to give to National CASA/GAL and ensure an effective moves management system that cultivates increased support.
- Develop a portfolio of donors that will generate \$3 million annually.

## RESPONSIBILITIES

The Chief Development Officer will have the following primary responsibilities:

- Serve as both high-level philanthropy strategist and hands-on leader for the development team, with the ability to leverage the CEO, executive team, and Board of Trustees to further critical donor relationships.



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- Assess existing development activities, identify areas with potential for short- and long-term growth, and build plans and strategies to pursue both.
- Lead a targeted strategy that enhances private philanthropy and builds a pipeline for major gifts from new and existing high-net worth donors and prospects.
- Lead, manage, develop, and mentor the development team in a manner that ensures a successful comprehensive fundraising program.
- Establish the infrastructure, processes, and practices that align with the standard of excellence established for National CASA/GAL.
- Manage a portfolio of National CASA/GAL's top prospects, focusing on a pipeline of six- and seven-figure prospects.
- Set clear objectives, goals, and metrics for the development team to guide sustainable growth in philanthropic funding.
- Investigate ways to engage and leverage relationships with more than 100,000 volunteers and alumni across the National CASA/GAL network.
- Establish guidelines and best practices for pursuing collaborative joint funding opportunities across national, regional, and local levels.
- Build institutional funding relationships – both corporate and foundation – to generate additional unrestricted funding.
- Partner with the CEO and Deputy CEO to develop a strategy and compelling case for securing additional federal revenue and grant funding.

## QUALIFICATIONS

The ideal Chief Development Officer will bring most of the following qualifications and skill sets:

- A passionate commitment to the mission, vision, and values of National CASA/GAL.
- A minimum of seven years of senior leadership experience managing successful fundraising teams; prior experience with a national and/or federated nonprofit organization is preferred.
- Proven experience building and growing a comprehensive fundraising program, with a particular focus on major, annual, corporate, and foundation giving; demonstrated experience cultivating and soliciting six- and seven-figure gifts.
- Proven ability to balance being both a strategic and hands-on development leader while partnering with a visionary and vibrant CEO to drive transformative growth.
- Demonstrated success in working collaboratively with senior leadership teams, board members, and volunteers.



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- Ability to recruit and hire development staff with the skillsets to have immediate impact; proven experience retaining and motivating staff to achieve and exceed goals.
- Proficiency using data to establish a robust donor pipeline and strategy for sustainable growth.
- Excellent communication skills, including strong listening, written, verbal and presentation skills.
- Exceptional emotional intelligence, integrity, and grit; the ability to be a creative and critical thought partner with a “can-do” approach to challenges.
- Strong knowledge of advancement and donor database management systems, particularly Raiser’s Edge.
- The ability to travel as needed and attend evening and weekend events.
- A bachelor’s degree is required for this role.

## COMPENSATION AND BENEFITS

The salary range for this position is \$175,000 to \$195,000. National CASA/GAL offers a generous benefits package that includes medical, dental, vision, and life insurance; three weeks of vacation to start; paid holidays, sick, and personal days; paid family leave and adoption benefit; Employee Assistance Program; 403(b) with matching contribution; and transportation subsidy. National CASA/GAL is proud to support an environment where staff do inspiring and meaningful work as part of a collaborative team that encourages creativity and well-being.

This Chief Development Officer must be based in one of National CASA/GAL’s offices in Seattle, Washington, DC, or Atlanta. A relocation stipend is available if needed.

## APPLICATION

National CASA/GAL has retained Campbell & Company to conduct this search. The team for this project includes Colleen Rogers, Vice President, and Angèle Bubna, Consultant. To be considered for this opportunity, please [apply here](#).

The National CASA/GAL Association is proud to be an equal opportunity employer. We do not discriminate based on race, religion, color, national origin, sex, sexual orientation, age, veteran status, disability status, or any other applicable characteristic protected by law.



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