

## Special Olympics Northern California (SONC) Chief Development Officer

*Northern California's largest organizer of events and training for people with intellectual disabilities seeks a Chief Development Officer to:*

- *Manage principle-gift solicitations from individual donors, all foundation grants, all consumer campaigns, and all business sponsorships;*
- *Manage SONC's donor intelligence platform and moves-management processes;*
- *Manage all marketing, messaging, the website, social media, and work with Special Olympics International on all online donor engagement platforms;*
- *Collaborate with regional staff who will lead local donor solicitations.*

### **BACKGROUND**

Special Olympics is the world's largest sports organizations for athletes with intellectual disabilities, providing year around training to 5,000,000 people in 172 countries. The organization was founded in the 1960s by Eunice Kennedy Shriver and collaborators, and the California chapter grew rapidly. By 1995 the California chapter was large enough to divide into Northern California (SONC) and Southern California (SOSC) chapters to better serve local communities. Special Olympics Northern California's territory goes from the Oregon border down to Tulare County, incorporating 47 counties. The Northern California office is in Pleasant Hill. This led to substantial growth, greater satisfaction, and more funding support.

In 2023/24, Special Olympics Northern California (SONC) served **31,000 participants** and **23,000 athletes** across **11 sports**, with the support of **21,000 volunteers**, **9,800 coaches**, **8,300 partners**, **500 schools** and over **100 athlete leaders**. Additionally, **182,000 students** and over **24,000 social followers** were part of the movement.

**Over the last decade, SONC has moved from a \$5m budget to a \$13m annual budget.**

Based on these successes, in 2024 Special Olympics Northern California developed a 3-year plan to scale, further regionalize and accelerate growth. The campaign revenue plan for 2025 that the current CDO is responsible for is \$5.4 million. **The Regionalization Plan** includes hiring a new **Chief Development Officer (CDO)** who will:

- **Manage** all principle-gift donors and solicitations above a total individual target of \$10,000; all foundation and business solicitations; all fundraising databases, materials, and infrastructure; and all marketing, social media, websites, and online donor engagement.
- **Collaborate** with the Chief Operating Officer who is tasked with coordinating a cadre of Special Olympics regional leaders located across the East Bay, San Francisco Bay Area, Sacramento & Northern California, and the Central Valley; collaborate closely with the Chief Program Officer (CPO) who delivers SONC programs and events;
- **Implement** solicitation standards, workflows and accountability systems tied to soliciting in-region donors.

The CDO will shape a Central Development Office to lead and direct support for the CEO, Board members, the COO, and regional leaders in their solicitations. Central Development team members, as well as the COO and regional leaders, will have direct solicitation objectives.

***The CDO will report to the CEO and will maximize total funding support from individual donors, foundations, and corporate & businesses entities.***

## **BASIC FUNCTION**

SONC's CEO is the fundraiser-in-chief. The Chief Development Officer provides support to the CEO on all fundraising matters, shapes and drives fundraising strategy, and works cooperatively across the organization with other members of the staff, Board, partners, and community members to increase contributed income. The relationship with the COO and regional leaders will be particularly important in this regard.

As part of their responsibility to shape and drive fundraising strategy, the Chief Development Officer manages a team responsible for: development planning, targeting and direct fundraising solicitations; messaging, communications and public relations that relate to fundraising activities; and friend-raising events that build funding and other types of in-kind philanthropically contributed support for SONC programs. Such events that are held regionally will be coordinated by Central Development and must align to SONC standards for such events, but event leadership is on a regional level and there will be joint goal setting.

With the CEO and the leadership team, the Chief Development Officer will serve as a SONC spokesperson and representative, grow SONC's visibility and advance its reputation among donors of various types, and will keep the CEO and other internal and external constituencies well informed of in-process outreach to donors. The CDO's primary responsibility and metric will be to maximize contributed revenue from principle gift donors, corporations, foundations and businesses; whereas the COO's primary responsibility and metric will be to maximize contributed revenue from regional donors and local business sponsorships.

Emphasis will be placed on the identification, cultivation and stewardship of new philanthropic contributors, and deepening interests of existing investors. The Chief Development Officer will be a hands-on, fearless, energetic fundraiser who spends time in the community developing strategically important relationships; however, the Chief Development Officer is NOT a solo act.

The SONC regions function as a kind of neural network connected to Central Development. Local intelligence and relationships helpful to a fundraising effort might come from various quarters, and the CDO and COO must strike an effective balance between centralized and local management. Consistent communication with the COO who is responsible for in-region solicitations, and with other leadership team members is absolutely essential.

## **IMMEDIATE PRIORITIES**

In the first six months the priorities for The Chief Development Officer are to:

- Immediately assess the "state of play" of in-process fundraising efforts and provide support for those efforts, especially the process of regionalization that will unfold gradually through 2028.
- Thoroughly understand SONC - its culture, history, strategic vision, programs, personalities, constituencies, and base of financial support.
- Create a development strategy that identifies possible easy wins for the short-term, opportunities for the medium-term, and aspirations for the long-term. This might include donor/investor segmentation according to capacity or interest, objectives for individual and institutional fundraising and success metrics, identification of staff and Board members who will be actively involved in fundraising, and definition of roles, targets, and fundraising goals.

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- Work with the CEO and Board to determine whether there is sufficient support to run designated giving and endowment campaigns, and if so, determine its scope, leaders, case, and delivery timeframe within the next 18 months.

On an ongoing basis, The Chief Development Officer will be responsible for the following:

- Build and manage infrastructure for donor tracking that is flexible and scalable for current and future reporting and segmentation, with particular emphasis on regional roll-up reporting;
- Oversee and manage all aspects of an annual campaign, individual and major donor cultivation, and special fundraising events.
- Ensure that fundraising messaging collateral and appropriate sections of the website is refreshed.
- Manage the marketing department to enhance brand awareness and complement fundraising efforts across the organization.
- Identify philanthropic investors whose interests may align to SONC and segment donors according to capacity; identify new designated giving opportunities.
- Recruit and manage a development and marketing team of 10 members whose skills and experiences will ensure goals are met.
- Manage and personally engage in solicitation and stewardship activities in collaboration with the CEO and other members of the staff and Board team; provide training and support to those who have a range of fundraising skills and abilities.

**IDEAL EXPERIENCE AND QUALIFICATIONS**

The successful candidate will have a professional or personal alignment to SONC’s mission and the following professional attributes:

- A strong track record working together with Boards and management teams to engage prospective major gift donors on behalf of human services nonprofits; experience with disability and/or sports nonprofits is advantageous but not a requirement;
- Experience in chapter-based orgs, organizations with a regional footprint, , and/or in other environments (where there is shared responsibility for delivering on common fundraising objectives) is advantageous but not a requirement;
- A successful track record of personally raising gifts from individuals and institutional sources; broad-based knowledge of various development activities including: direct solicitations, online giving, social media,, proposal and grant development, planned giving, capital campaigns, event planning and management; practical experience in using data to manage the fundraising process, enhance donor cultivation and drive fundraising priorities.
- Experience shaping marketing outreach and messaging, websites, social media, email interactions, branding and advocacy in ways that engender support from diverse constituents, while advancing toward contributed revenue goals; demonstrated knowledge of techniques for segmenting and connecting with targeted groups is an advantage;

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- Strong management skills that include planning, budgeting, outreach strategies and tactics, and a demonstrated ability to organize, manage, motivate, and inspire others to productive action.
- A strong commitment to SONC's culture and values; an openness to be guided by others; a good listener and strategist comfortable receiving input from many sources.
- Able to analyze and formulate disparate information into a sound, well-organized plan. Demonstrated skills in motivating, directing, and developing a team, and in coordinating and supporting the fundraising activities of others; holds team and self accountable for reaching or exceeding targets.
- Superior written and oral communication skills, with exceptional attention to detail and the ability to articulate a compelling case in person and in writing for SONC programs. Outstanding speaking, writing, and editing skills. Demonstrated success in bringing regular, positive media attention to an organization.
- A creative thinker and doer who is inspired to take successful 'real world' financial principles and strategies and apply them to a world-changing cultural movement in ways that meet the organization's objectives to be financially thriving.
- Emotionally mature with a sense of perspective, humor, fun and experimentation.

**SALARY RANGE**

The salary offered for this position is a flexible range from \$200,000 to \$225,000.

For further information, or to nominate others, please contact:

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