

## Deputy Director, Development

The National Alliance on Mental Illness of Massachusetts (NAMI Mass) is a statewide, nonprofit grassroots education, support, and advocacy organization dedicated to improving the lives of people diagnosed with mental health conditions and their families. Founded in 1982, NAMI Mass is the state's voice on mental health issues.

Our mission is to seek to improve the quality of life for people living with mental health conditions, their families, and their caregivers. We work to ensure that all people impacted by a mental health condition receive the support they need when they need it. We use our voices as people and families with lived experience to challenge discrimination and advocate for a more equitable and just world.

We are guided by the following principles:

- 1) NAMI Mass acknowledges that mental health conditions do not discriminate based on race, ethnicity, gender, sexual orientation, socioeconomic or disability status.
- 2) NAMI Mass views mental health as a key component of overall health and core to who we are as people. We seek to empower everyone to talk about mental health freely and without shame.
- 3) People with mental health conditions can be more vulnerable to discrimination and violations of their human rights in our current systems, including in hospitals, congregate care settings, prisons, education systems, and the workplace, and we recognize the structural inequities shaped by our laws and policies.
- 4) We believe that people experience and understand the causes of mental health challenges in several ways. NAMI Mass recognizes the right of people living with a mental health condition to determine and name these causes.
- 5) NAMI Mass believes that "recovery" or "healing" from mental health challenges is real and possible, but that each person defines what this means individually.

Position Description:

We are seeking a well-rounded fundraising professional with experience managing fundraising efforts that would support our annual fundraising Walk, annual campaign, other one-to-many donor fundraising programs (e-mail, direct mail, and social media), major gifts, planned giving, and institutional donors in order to meet target revenue goals.

Key responsibilities include the following:

- Manage fundraising for annual NAMIWalks Massachusetts event including but not limited to retention of veteran teams, recruitment of new teams, and setting fundraising goals with 17 affiliates.
- Manage four-month Annual Fund Campaign, utilizing multiple channels (social media, email, phone, direct mail solicitations) to achieve fundraising target.
- Create annual and monthly fundraising/Development plans consistent with NAMI Mass operating budget and multi-year strategic plan.

- Create and maintain annual plan and Development Department calendar to ensure coordination with other NAMI staff.
- Identify, cultivate, steward, and solicit high potential donors for major gifts and planned giving; maintains top-50 prospect list and prospect funnel.
- Develop planned giving program, including legacy and multi-year pledges, build relationships with estate attorneys and accountants, and maintain files and database of wills and trusts.
- Collaborate with Board Development Committee Chair to identify, cultivate, steward, and solicit institutional funding partnerships, strategic donors (individual, corporate, foundation, government), and sponsors for Walk, convention, and other events.
- Manage monthly donor giving programs, including strategy, tracking, and deployment.
- Manage outsourced Grant Writer in securing documents for grants as needed.
- Supervise Donor Relations Coordinator.
- Support Executive Director in donor proposals, including multi-year annual support, special program funding, planned giving, and endowment gifts.
- Work with Finance and Development staff to create and manage revenue and expense budgets for contributed revenue.
- Facilitate Development team meetings.
- Create and track metrics and reports on Development activity and results and regularly share progress with Executive Director.
- Ensure financial reconciliation with CFO, within 30 days of end-of-month close.

Our ideal candidate will have the following qualifications:

- Bachelor's degree in marketing, communications, or a related field; Master's degree preferred
- At least eight years of experience in development, including annual campaigns, grants management, and cultivation of major donors and event sponsors, in a mission driven organization
- At least three years of supervisory experience
- Professional or personal experience in navigating the mental health system
- Deep commitment to diversity, equity and inclusion and consciousness of how your own culture, race and identity is located in and may impact this work
- Results driven and able to hold self and others accountable
- Excellent organizational, time management, and project management skills
- Excellent verbal and written communication skills, including public speaking and meeting facilitation
- Proficiency in Microsoft Office suite, Google suite, Canva or other design program, and social media
- Valid driver's license, good driving record, and ability to travel throughout the state

NAMI Mass provides competitive pay, a generous benefits package, and a supportive environment where you will be rewarded for your contribution to our success.

To apply, email [careers@namimass.org](mailto:careers@namimass.org). Please include a cover letter stating why you are interested in this position and your salary expectations, your resume, and two writing samples.

**NAMI Massachusetts is committed to building a diverse workforce and welcomes people of all cultures, races, identities, and experiences.**

*NAMI Mass does not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.*

Find out more about us at [www.namimass.org](http://www.namimass.org).