



The Who  
We Are  
Project

TOGETHER  
WE WILL  
CHANGE THE  
WORLD

## Director of Development Opportunity

### LOCATION

Remote (Main office is in Seattle, WA)

### REPORTS TO

Chief Executive Officer (CEO)

### ANNUAL SALARY RANGE

\$120 - \$140K DOE

### STATUS

Exempt, 40 hours per week (generally)

### EXPERIENCE LEVEL

7-10 years of Senior Level Fundraising  
Experience

### EDUCATION LEVEL

Bachelor's Degree preferred but not required,  
ACFRE or CFRE a plus

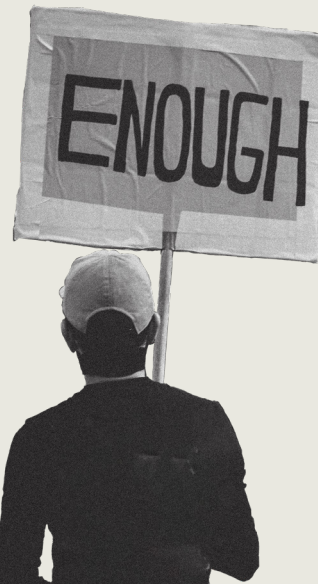
### TRAVEL REQUIREMENTS

Up to 30% seasonally (including quarterly  
meetings in Seattle, WA)

## WHO WE ARE ORGANIZATION SUMMARY

The Who We Are Project is a newly formed nonprofit media organization, born out of the amazing success of the award-winning documentary film, "Who We Are: A Chronicle of Racism in America." Founded by attorney and racial justice advocate Jeffery Robinson, this new organization aims to disseminate factual and truth-based historical content nationally through media production, learning events, and support for historians uncovering and accurately representing Black history. The organization's immediate priorities include building a founding base and a stable revenue model to support its mission.

[www.thewhoweareproject.org](http://www.thewhoweareproject.org)





**The Who We Are Project envisions a history of the United States that is true, accurate, complete, and known throughout the nation.**

**We envision a reckoning with the nation's history of anti-Black racism as a necessary first step towards racial restoration and equity.**

**Towards this vision, The Who We Are Project will become one of the fundamental providers of a more complete historical record.**

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**VISION STATEMENT**

**The Who We Are Project preserves and shares the history of anti-Black racism in the United States by collecting documentation, cultivating historians, facilitating learning, and producing media content for broad distribution.**

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**MISSION STATEMENT**

## POSITION SUMMARY

The Director of Development will lead a founding campaign and contribute income aspects of the inaugural operating budget to the organization's mission of eradicating anti-Black racism through education. This role involves entrepreneurial leadership, fundraising strategy and execution, and team collaboration and management. We seek someone with serious fundraising tenacity who will lead, rally, inspire, influence, and mentor others.

The Director of Development is responsible for strategic fundraising initiatives and operations. This includes overseeing the success of a Founding Campaign to raise \$12.5 million in the first four years, with gifts ranging from \$1 million to \$10K.

The core duties and responsibilities of the Director of Development are focused on three broad areas:

1. Entrepreneurial Leadership
2. Fundraising Strategy and Execution
3. Collaborations & Team Management

## Entrepreneurial Leadership

- As a member of the Senior Leadership Team, this position serves as a strategic collaborator in service of the organization's long-term direction setting, short-term decision-making, and overall planning processes.
- Develop and implement fundraising and donor stewardship policies and procedures to optimize effectiveness.
- Contribute to the overall financial success of the organization, including the founding campaign goals, annual income and budgeting, department goal-setting in line with the strategic business plan; measuring funding key performance indicators.
- Engage and collaborate with the Board of Directors, providing regular fundraising updates, seeking input, and leveraging their networks.

## Fundraising Strategy and Execution

- Lead and accountable for the overall fundraising plan for a multi-year, multi-faceted approach to campaign fundraising that incorporates the organization's priorities with a unified, integrated approach.
- Create and execute a comprehensive multi-channel engagement, cultivation, solicitation, and stewardship programs for

individual donors at all levels, in collaboration with the Managing Director and other key leadership with important donor relationships.

- Develop and implement a compelling case for support and communications for all levels of donor engagement.
- Grow and optimize a robust major gifts prospect pipeline over the long-term, collaborating closely with the Managing Director, any other future staff member focused on major gifts, and appropriate Board members and/or volunteers to implement individual donor cultivation and solicitation strategies.
- Serve as lead fundraising strategist and ensure team accountability for the success of donor cultivation and solicitation events, including sponsorship strategies for national education programs and Days of Learning.
- Identify and prioritize funding sources, including grants and corporate sponsorships, and build strong relationships with regional and national institutional partners (foundations, corporations, government, etc.).
- Manage relationships with grantors, ensuring compliance with reporting requirements and cultivating ongoing partnerships.
- Research major donor prospects, develop and implement donor engagement stewardship to express philanthropic gratitude and enhance donor loyalty.
- Implement objectives, and strategies that support the successful management of key fundraising partnerships (new and existing).

# Collaboration and Team Management

- Collaborate with communications staff for the grassroots and digital fundraising messaging, leveraging social media and email platforms and measuring fundraising metrics to optimize performance.
- Work with programmatic staff to gather event information for sponsorships, compelling stories, and impact data for use in fundraising materials and grant reporting.
- Work with the Finance team to oversee contributed income budgeting, financial reporting, and compliance with all financial regulations. Collaborate to maintain non-profit profiles, including Charity Navigator and Guidestar.
- Work with Operations/HR, to eventually hire, supervise, mentor, and motivate a team of funding specialists.
- Align the Development department's staffing and capacity structure continuously with the growth strategy and budget priorities.
- Lead the department by embracing and enacting the values of inclusivity, strategic risk-taking, and inquiry and experimentation.
- Maintain and improve internal systems for collecting, managing, and leveraging donor data in the CRM (NEON) database to inform and execute campaign strategies.
- Ensure the development team stays aware of new technology tools and platforms that can make their work more effective and efficient.



## REQUESTED QUALIFICATIONS

- 7-10 years of fundraising experience, including a previous director-level role.
- Successful track record of raising funds for multi-million budget organizations.
- Extensive knowledge of fundraising principles and industry trends.
- Experience applying an anti-racist/equity lens to fundraising.
- Strong interpersonal communication skills and ability to adapt to diverse stakeholders.
- Experience applying an anti-racist/equity lens to fundraising and engaging staff and board in the evolution of fundraising practices towards a community-centered (CCF) approach.
- Familiarity with CRM programs and other nonprofit-specific technology tools.
- A proven track record of successfully managing and mentoring a development team.
- Demonstrated ability to proactively and skillfully engage others in ways that help resolve differences, manage conflicts, and build consensus, all with the best interests of the organization in mind.
- Ability to thrive in sometimes ambiguous situations, and use good judgment based on information and analysis in a fast-paced, deadline-driven environment in a professional manner.

## COMPENSATION AND BENEFITS

The Who We Are Project seeks a broad spectrum of employees and is strongly committed to a diverse, inclusive, and equitable work environment. We strongly encourage Black, Indigenous, and people of color as well as members of underrepresented groups – to apply. As an anti-racist organization, we are committed to providing fair, equitable compensation.

### SALARY

\$120 - 140K DOE

### BENEFITS

Healthcare stipend and/or medical plan, 13 paid holidays, generous vacation package.

### HOW TO APPLY

If you are a dynamic and visionary leader looking to make a significant positive impact we invite you to apply for this transformative role.

- Cover letter expressing your interest in this position
- CV/Resume (no longer than three pages)
- Two pre-existing writing samples from your donor communications work
- Three professional references

Email to: [renate@thewhoweareproject.org](mailto:renate@thewhoweareproject.org)

Subject Line: **Director of Development**

*The Who We Are Project (TWWAP) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, TWWAP complies with applicable state and local laws governing nondiscrimination in employment and applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.*

