

Director of Advancement

Position Summary

The Director of Advancement is an executive leadership role responsible for the strategic direction, financial sustainability, and external visibility of the organization. This position leads all fundraising, donor cultivation, partnership development, and advancement communications, and oversees the Office of Advancement & Outreach as a department.

The Director of Advancement reports to the Executive Director and serves as a member of the organization's Senior leadership team alongside the Programs Director. In this capacity, the Director contributes to organizational planning, cross-departmental coordination, and the cultivation of a mission-aligned culture of philanthropy throughout the organization.

This role directly supervises the Communications & Partnerships Manager and the Communications & Design Coordinator, and holds strategic oversight of contracted grant writers and event managers. The Director of Advancement sets the strategy and stewardship direction for all fundraising initiatives; the Communications & Partnerships Manager coordinates day-to-day contractor execution and serves as the operational bridge between Advancement and Programs.

Key Responsibilities

Fundraising Strategy & Revenue Development

- Develop and implement a comprehensive annual and multi-year advancement plan to meet or exceed the organization's revenue goals across all funding streams. This includes: individual giving, major gifts, corporate and foundation support, planned giving, and events.
- Lead the development of the organization's annual fundraising strategy in coordination with the Executive Director, ensuring alignment with programmatic priorities, organizational messaging, and mission.
- Identify gaps and opportunities in current fundraising efforts, including individual giving campaigns, donor cultivation pipelines, and event revenue by implementing evidence-based strategies for improvement.
- Oversee the development, management, and evaluation of all fundraising campaigns and activities, with particular attention to individual donors, corporate sponsors, and institutional funders.
- Manage and regularly update the organization's donor database and fundraising campaigns in OFC's Neon CRM, ensuring data integrity, timely gift acknowledgment, and accurate reporting.

- Stay current on laws, regulations, and best practices affecting planned giving, and integrate planned giving strategies into the organization's long-term donor development approach.
- Support the management of the organization's Advancement department budget, exercising direct budget authority for all department expenditures and revenue projections.

Major Gifts & Individual Donor Cultivation

- Define and implement the organization's major gifts program, including establishing gift thresholds, donor segmentation, and a moves management framework for cultivating, soliciting, and stewarding major donors.
- Personally cultivate and manage a portfolio of major donor prospects and current major gift donors, developing individualized cultivation and stewardship plans.
- Build and sustain a relationship-centered culture of major gift procurement, modeling best practices for staff and Board members and providing training and guidance as needed.
- Employ portfolio growth strategies to increase the size and depth of the organization's individual donor base and secure larger gifts from existing supporters.
- Oversee recognition programs for all major gifts, including giving levels, donor acknowledgment, and stewardship touchpoints, establishing new programs as the donor base grows.
- Develop template solicitation materials and messaging for use by staff, volunteers, and Board members in individual donor outreach.

Corporate & Foundation Giving

- Lead the organization's foundation and corporate fundraising strategy, including prospecting, relationship development, and portfolio management.
- Oversee all grant applications and reporting in coordination with contracted grant writers, ensuring strategic alignment, quality, and timely submission. The Communications & Partnerships Manager coordinates day-to-day grant writer relationships; the Director of Advancement holds senior funder relationships and strategic direction.
- Cultivate and steward relationships with current and prospective foundation and corporate funders, positioning the organization as a trusted, mission-aligned partner.
- Maintain and oversee foundation prospecting systems and tracking infrastructure, including pipeline management in Neon CRM.
- Collaborate with the Executive Director and Programs Director to identify new corporate engagement opportunities and ensure programmatic work is compellingly represented to institutional funders.

Events Strategy & Management

- Set the overall strategy, goals, and revenue targets for all organizational fundraising events, including the Organization's gala during milestone years and other cultivation or stewardship events.
- Cultivate, solicit, and manage corporate sponsorships and event-related partnerships, serving as the primary relationship holder for major event sponsors.
- Oversee contracted event managers, setting direction and holding accountability for event outcomes. For major initiatives such as OFC's Night Out gala, the Director of Advancement may take an active coordination role alongside the Communications & Partnerships Manager.
- Collaborate with leadership across departments to strengthen event programming, deepen community engagement, and drive revenue growth year over year.
- Ensure post-event donor cultivation and follow-up strategies are in place and executed in coordination with the Advancement team.

Advancement Communications & Marketing

- Provide strategic direction to the Communications & Partnerships Manager on all donor-facing and fundraising communications, including campaign messaging, donor updates, and organizational visibility.
- Collaborate with the Communications & Partnerships Manager to ensure fundraising messaging reflects the organization's most current programmatic wins, policy achievements, and community impact.
- Oversee the development of fundraising collateral, donor communications, solicitation materials, and annual report content in partnership with the communications team.
- Build a culture of fundraising throughout the organization and among key partners, equipping staff, Board members, and volunteers with the tools and language to serve as effective organizational ambassadors.

Board Engagement & Development Committee

- Staff and manage the Board Development Committee, supporting members in developing and executing their individual fundraising strategies.
- Provide regular fundraising updates, pipeline reports, and revenue projections to the Board Development Committee and Executive Director.
- Support Board members in donor identification, cultivation, and solicitation, providing coaching, materials, and direct partnership as needed.
- Collaborate with the Executive Director on Board recruitment and engagement strategies as they relate to the organization's philanthropic goals.

Leadership & Organizational Contribution

- Serve as a member of the organization's senior leadership team, contributing to organizational planning, budget development, cross-departmental coordination, and culture.
- Co-lead cross-departmental team meetings with the Programs Director and Executive Director, ensuring Advancement priorities are integrated with programmatic and operational work.
- Directly supervise the Communications & Partnerships Manager and Communications & Design Coordinator, providing clear performance expectations, regular feedback, and professional development support.
- Hire, evaluate, and when necessary terminate Advancement department staff in accordance with organizational HR policies and within budget parameters.
- Foster a department culture grounded in trust, accountability, equity, and collaboration.
- Participate in all organizational events, including evenings and occasional weekends as required.

Qualifications

Required

- Master's degree in Nonprofit Management, Public Administration, Communications, Business, or a related field, or a minimum of 10 years of directly relevant professional experience in nonprofit fundraising, advancement, or a closely related field in lieu of an advanced degree.
- Demonstrated track record of success in nonprofit fundraising, including individual giving, major gifts, foundation and corporate grants, and event revenue.
- Experience developing and managing a major gifts program, including defining gift thresholds, moves management, and personal portfolio cultivation.
- Deep knowledge of planned giving vehicles, applicable laws and regulations, and strategies for integrating planned giving into a development program.
- Proven ability to manage and grow a portfolio of foundation and corporate funder relationships, including grant writing oversight and strategic prospecting.
- Experience staffing or supporting a Board development or fundraising committee.
- Strong strategic thinking and analytical skills, with demonstrated ability to translate data and donor trends into actionable fundraising strategy.
- Exceptional written and verbal communication skills, with the ability to represent the organization compellingly to donors, funders, partners, and the public.



- Proficiency in Neon CRM or a comparable donor management system; strong working knowledge of fundraising technologies and digital communications platforms.
- Demonstrated commitment to racial equity, health, reproductive, family and LGBTQ+ family equity, with a deep understanding of the communities this organization serves.
- Ability to work collaboratively across departments and with people from a wide range of racial, ethnic, cultural, socioeconomic, and generational backgrounds.

Preferred

- Experience in reproductive justice, housing equity, or LGBTQ+ Family advocacy issues fundraising.
- Familiarity with the California philanthropic landscape and Bay Area donor community.
- Experience managing communications staff or overseeing integrated advancement and communications functions.
- Bilingual or multilingual candidates are strongly encouraged to apply.

Work Environment

This is a hybrid, senior leadership position. The Director of Advancement is expected to be on-site for staff meetings, staff mentorship and engagements, events, and key organizational activities. Regular evening and weekend availability is required for events and donor cultivation. This role involves a combination of strategic planning work, relationship management, and active team leadership.

Position title	Department	Reports to
Director of Advancement	Advancement & Outreach	Executive Director
Employment status	FLSA status	Salary Range
<input type="checkbox"/> Temporary <input type="checkbox"/> Full-time <input checked="" type="checkbox"/> Part-time	<input type="checkbox"/> Nonexempt <input checked="" type="checkbox"/> Exempt	40k to 50k health, dental for staff and family; 401 K with 3% match, generous PTO
Location: Hybrid – Bay Area	Supervises direct reports	

Our Family Coalition is an Equal Opportunity Employer. We strongly encourage applications from Black, Indigenous, Transgender people, cis women, LGBTQ+ individuals, and people with lived experience connected to our mission.