

# Position Profile

## Chief Development Officer

### The Family Place

December 2024



*the family place*  
Where family violence stops

# The Family Place

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CMP is extremely proud to support The Family Place (<https://www.familyplace.org/>) in its search for a Chief Development Officer.

## The Organization

As the largest family violence service provider in Texas, The Family Place offers emergency shelter, counseling, and a range of life-saving resources to help survivors rebuild their lives. Comprehensive programs include legal assistance, education for children, and community-based counseling, ensuring survivors receive the support they need at every step of their journey, and all services are offered in English and Spanish.

Beyond direct services, The Family Place actively works to raise awareness about domestic violence and its impact on our communities. Through education and outreach, they strive to create a safer future for everyone.

Since 1978, The Family Place has been providing services needed to help victims become survivors of family violence in North Texas. The first shelter provided shelter and safety to 50 families, including more than 90 children that year. In 2000, Sally's House opened with 100 beds and 22 transitional apartments with support services and has since expanded with larger family apartments, a K-2 education center, and a medical clinic. In 2016, The Family Place added a men's shelter and new counseling office in Collin County, and in 2017, the Ann Moody Place opened with an animal kennel for victims' pets, medical and dental clinics, and play therapy rooms. The Family Place currently has a total of 177 beds across the three shelters.

In 2023, The Family Place provided services to 44,024 unduplicated individuals - including 60,955 emergency shelter days, 20,805 transitional housing days, and 15,157 counseling hours.



# Chief Development Officer

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The Family Place seeks a highly motivated and proven leader who has strategic vision, deep development experience with building and nurturing relationships with donors, partners, and community stakeholders, as well as the board, executive team, and team members. This person must have an impeccable reputation, have knowledge of the Dallas philanthropic community, and bring a significant repertoire of donors. He/she must also demonstrate high emotional intelligence, be strategic and creative, and exercise nimbleness and flexibility. Also, as a member of the executive team, this person will lead with a servant's heart, integrity, accountability, and empathy and will be successful in developing, motivating, and engaging a team to strengthen and advance the philanthropic platform for The Family Place.

Reporting to the CEO, the Chief Development Officer (CDO) will work closely with the CEO and the executive leadership team in creating a successful development strategy to address shifts in the landscape, including federal and state funding, revenue generation, including new revenue pathways, risk assessment and mitigation related to the donor base, and alignment of mission, operations, and compliance. And the CDO will hold responsibility for successfully leading the implementation of the strategy.

As a member of the executive leadership team, the CDO will attend board meetings, set department priorities to achieve goals, build relations with staff members, and foster a culture of accountability, creativity, excitement, and belonging. The CDO also develops and coaches team members to build upon their individual strengths in creating a strong team with a balanced skillset.

The Chief Development Officer's main objective is to nurture and grow current donor relationships while seeking new and creative ways to engage potential donors to support The Family Place. This person understands the donor lifecycle from acquisition to retention to increasing commitments and successfully balances the portfolio of current and new donors to optimize revenues for the organization.

The CDO serves as an ambassador for the organization, is a champion for internal and external partnerships, advances a strong message through consistent communication, builds brand awareness, and creative marketing strategies to broaden fundraising opportunities and deepen the agency's impact for the families it serves and the community.

Specifically, the Chief Development Officer is responsible for the following:

### **Strategy and Fund Development**

- Work with the CEO, the board of directors, and staff members to develop and implement short- and long-term strategic funding plans.
- Determine goals, cash flow projections, and an annual work plan to reach and exceed funding goals.
- Create and lead strategies for major gifts and foundation grants.
- Work with CEO and CFO to develop fundraising-related budgets.
- Nimble pivot and adjust fundraising strategies as needed to respond to new opportunities and changes in funding, shifts in the market, and client services.
- In collaboration with the CEO, directly lead fundraising with the board of directors to reach board goals through personal contributions, company contributions, and introductions/ referrals to donors.
- Oversee strategy and growth plans for Partners Card, the largest philanthropic/ retail fundraiser in Dallas.
- Collaborate to ensure government grant opportunities are maximized.
- Oversee events team to execute best-in-class events.

### **Corporate Partnerships Program**

- Drive growth of revenue through effective business development.
- Lead the development team in identifying new fundraising opportunities, customizing proposals to win new business, building industry sector analyses, and targeting strategies for top prospects.
- Grow and manage workplace relationships with assigned accounts increasing engagement and revenue.
- Develop and execute customized strategies that increase engagement of companies and donors throughout the year.

### **Planned Giving Campaigns**

- Implement short- and long-term planned giving goals and strategies that include growing existing commitments and expanding the donor base pipeline.
- Carry and manage a portfolio of planned giving donors and prospects for cultivation, solicitation, and stewardship.

- Provide expertise in structuring complex gifts and working with colleagues to close new planned gift intentions.
- Direct and oversee stewardship and recognition programs for planned giving donors and ensure effective regular communication and retention.

### **Capital Campaigns**

- Create campaign strategy, establish solicitation priorities, manage prospect lists, develop and execute targeted cultivation plans and solicitation strategies for a range of projects.
- Work with the CEO to review feasibility studies, develop campaign strategies, and set campaign sub-goals.
- Prepare and support board members, staff, and volunteers for solicitation.
- Improve upon beloved current events and innovate through new events.
- Plan and manage cultivation events.
- Ensure campaign communications and cultivation event activity plans are met.
- Plan and run steering committee meetings.
- Manage site visits and solicitations with steering committee or board members.
- Identify individual, corporation, and foundation prospects.

### **Communications/ Email/ Website/ Public Relations/ Social Media Campaigns**

- Increase giving through digital platforms and the use of social media and technology in fundraising.
- Oversee the Marketing Director, who leads all marketing and communications activities while aligning metrics and objectives.
- In partnership with the Marketing Director, bring agency fundraising into the future through technology and fully leverage the new CRM platform, Virtuous, in developing strategies to fundraise through email, website, social media, etc.
- Implement quantifiable and measurable fundraising and marketing strategies to achieve the agency's financial and brand goals.
- Ensure effective internal and external communications and PR strategies that enhance connection and support agency culture in all programs and locations.
- Ensure internal alignment by providing strategic marketing and communications counsel to the organization's executive team.
- Partner with executive leadership and department leaders to create and endorse the organization's donor and program-related communications.



- Partner with the CEO to develop and implement innovative digital communications and marketing plans to enhance brand/services awareness and fundraising.
- Oversee and evaluate relationships with marketing and communications vendors.
- In partnership with the CEO and the People Services team, contribute to the strategy and implementation of internal agency communications with a focus on increasing the frequency of information flow and an even more connected culture.
- Oversee writing and digital content, including content for external communication outlets such as print, social media, video, graphic design, and photography.
- Cultivate a creative and innovative team environment to facilitate comprehensive marketing and communications strategies for the organization.

### **Team Leadership**

- Hire, train, and mentor fundraising and marketing staff to build a high-capacity, creative, engaged, and excellent fundraising team.
- Serve as an inspirational leader for staff.
- Mentor team to hone, advance, and develop skills and modern capabilities.
- Promote a culture of accountability and integrity, high performance, meaningful collaboration, and continuous improvement.
- Oversee management of the donor database and provide guidance on technology needs and best practices to build an effective fundraising department.

The successful candidate will lead an exceptional team of the following individuals:

- Director of Development and Corporate Giving
  - Development Associate
- Senior Development Manager-Major Gifts
- Director of Marketing & Communications
  - Marketing Specialist
  - Webmaster and Graphic Designer
- Grants Strategy Manager
- Senior Manager, Retail Partnerships and Partners Card
- Development Information Specialist
- Development Consultant
- PR Agency

## Other

- Ensure compliance with all relevant regulations and laws; maintain accountability standards to donors; and ensure compliance with the code of ethical principles of professional conduct for fundraising executives.

## Expected Results

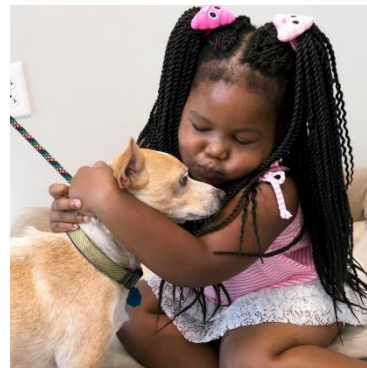
- Growth of revenue streams to meet the funding needs of the organization.
- Strategic and focused fundraising activities that align with the organization's mission and fill fundraising gaps to enhance services.
- Effective and efficient department operations.
- Engaged fundraising staff who have a clear understanding of their roles and perform to achieve the department's goals that support the organization.
- Well-organized, mission-driven, and successful brand experiences.
- Expanded online branding and digital fundraising.
- Compelling messages consistent with the organization's mission, brand and voice, delivered to donors, funders, partners, and the community.
- Up-to-date, accurate, user-friendly, and logically formatted donor database.
- Well-structured board engagement efforts and activities that appropriately utilize board members' time.

## Minimum Qualifications and Experience

- A bachelor's degree is required, and a graduate degree is strongly preferred.
- 10-15+ years' experience in development, fundraising and marketing, with five years at a senior leadership level.
- Strong verbal and written communication and presentation skills.
- Experience building and leading development and fundraising teams.
- Demonstrated experience in developing and implementing successful, multimillion-dollar fundraising strategies, strengthening donor relations, and leading all aspects of fundraising operations.

## Knowledge, Skills, and Abilities

- High-energy, influential, and results-oriented leader with an entrepreneurial spirit and innovative drive.
- Strongly connected within Dallas' philanthropic community.
- Strategic, creative, resourceful, and flexible in managing priorities with attention to detail to ensure the success of the comprehensive process from start to finish.
- Demonstrates high emotional intelligence, good judgment, tact, empathetic disposition, and perseverance; reflects optimistic and positive attitude and conveys sensitivity, including to the needs of donors.
- Instills trust in every interaction and has a servant's heart, cultural sensitivity, and the ability to work well as a team member with staff members, community professionals, volunteers, and other stakeholders.
- Embodies The Family Place's core values of Respect, Empathy, Accountability, Communication, and Humor (REACH).
- Has a proven track record of personally identifying, cultivating, soliciting, and closing tasks from a diversified book of business.





The Family Place has retained CMP to conduct this search. All interested candidates are asked to contact Mike Boate at [mikeb@careemp.com](mailto:mikeb@careemp.com) or DeAnna Bokinsky at [deannabx3@careemp.com](mailto:deannabx3@careemp.com).

All inquiries and discussions are strictly confidential.

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