



JOB ANNOUNCEMENT
Director of Philanthropy
aka
Director of Stories, Fun & Money

WHO WE ARE

The National Alliance on Mental Illness (NAMI) is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. The NAMI organization operates at the national, state and local level. NAMI Washington was established in 1979 and provides educational resources and events, statewide outreach, advocacy and affiliate organizational support. Local NAMI affiliates in Washington offer free peer support, education and outreach programs, and engage mental health advocates in their communities.

POSITION SUMMARY

The NAMI Washington Director of Philanthropy is responsible for leading all fundraising activities within the organization, including the development and implementation of an annual plan to expand philanthropic support for the organization. The position will manage all components of strategic fundraising including special events, individual and corporate giving, planned and major gifts. The position also oversees and contributes to the organization's communications efforts through social and other media channels, print publications and opportunities for public relations appearances.

YOU ARE A GREAT CANDIDATE FOR THIS POSITION IF . . .

- You already incorporate NAMI Washington's organizational values of respect, community, kindness, empowerment, and integrity into your everyday life and work that you do.
- You are comfortable speaking in front of groups of up to 100 people, picking up the phone and calling people you have never met, and interacting with people who might be experiencing mental health symptoms.
- You love coming up with plans and new ideas, and you have the commitment and follow-through to execute all the mundane details to make these plans come to life.
- You are extremely organized – even if you're not naturally detail-oriented – you have a system for keeping track of projects so that no detail gets forgotten and no deadline is missed.
- You are passionate about the way mental health intersects with other lived experiences and identities, and you bring an anti-bias and intersectional lens to the work that you do.
- You are able to find fun and humor in your daily work, and enjoy being part of a team that cares personally about each other.

RESPONSIBILITIES

Organizational Leadership

- Serve as Staff Liaison to the Philanthropy Committee of the Board of Directors, and all event subcommittees.

- Develop and implement an annual fund development plan to expand philanthropic support for NAMI Washington and a marketing plans for events.
- Engage the Board of Directors in fundraising and community outreach/philanthropic activities and opportunities.
- Develop community and corporate partnerships and attend community/business meetings and events where partnerships and public relations opportunities can be cultivated and established.
- Oversee NAMI Washington CRM database (Salesforce), data lists, and overall work related to donor information tracking and communications.

Events

Direct and oversee all aspects of creating, coordinating, implementing and managing NAMI Washington events, including planning, budgeting, securing sponsorships, vendor management, volunteer coordination, social media promotion, pre- and post-event emails, and the timing, printing and distribution of printed materials and publications.

NAMIWALKS WASHINGTON (Summer): NAMI Washington’s largest annual event which supports fundraising for the 19 NAMI Washington Alliance Affiliates. This event requires attention during the course of the entire year, with production beginning in November and ending the following September.

The Brainpower Chronicles: Mental Health Stories (November): NAMI Washington’s Signature Fundraising event. A storytelling performance event highlighting six NAMI members who share their stories of recovery and care, with production beginning in February and ending in November.

Annual State Conference & Leadership Retreat (Fall): Bringing together over 200 NAMI members and community members for our 1-day annual state conference. This is followed by our leadership retreat for Affiliate board leaders, affiliate executive staff, and NAMI Washington staff and leaders. Focus for the position for this event is sponsorship.

Third Party Events: Explore, identify and cultivate potential third-party events to benefit NAMI Washington, such as “dine-out nights,” home parties, etc. and support engagement of fund development committee members in these activities

Grassroots Fundraising & Communications

- Direct Mail/Membership Appeals: work collaboratively with the Executive Director to write two direct mail appeals (March and October) and one end-of-year email appeal.
- Monitor day-to-day giving, ensuring accurate processing and stewardship of gifts via mail, emails and phone calls.
- Manage, grow and promote social media channels (Facebook, Twitter, Instagram, etc.).
- Develop an annual communications plan for emails, social media and online newsletter.
- Other duties as needed and assigned.

REPORTS TO: Executive Director

CLASSIFICATION: Regular Employee; Exempt

FTE: 1.0 FTE (40 hour/week)

SUPERVISES: Interns, Volunteers

ESSENTIAL SKILLS

- 3-years or more of successful non-profit fund development and marketing/communications experience
- Experience and verifiable results coordinating large, multi-faceted fundraising events; previous Walk/Run events a plus.
- Corporate and foundation prospect research
- Proficient in Microsoft Office; experience with Salesforce and/or other fundraising software a plus, and social media platforms.
- Ability to communicate professionally with board members, corporate sponsors, donors, partner organizations, vendors, volunteers, community members, elected officials, public agency leadership, and NAMI Washington or other affiliates' staff, among others.
- Exceptional attention to detail and ability to work independently and accurately with a positive attitude under tight deadlines.
- Understanding and acceptance of individuals and families living with mental illness.
- Ability to have a flexible schedule and work evenings and/or weekends when needed.
- Ability to lift a minimum of 25 pounds.
- Candidate will be required to travel and move materials, and will need access to a reliable vehicle and must have a valid Washington Driver's License.
- Flexibility, patience, and a sense of humor are highly desired and valued.

SALARY & BENEFITS

Salary: \$55,000-\$65,000 DOE

Benefits include vacation, sick leave, paid holidays, and medical/dental insurance (75% company/25% employee).

Position open until filled.

APPLICATION INSTRUCTIONS

Email Cover Letter, Resume and a minimum of three work-related references to Lauren Simonds, Executive Director at Lsimonds@namiwa.org. No phone calls please.

WHAT TO EXPECT: Applicants will receive an email confirming receipt of their materials. Candidates moving forward in the interview process will be contacted by email regarding a phone screening. Candidates moving forward after the phone screening will be contacted for in-person interview. This interview will be conducted by a small group. If necessary, a second interview for final candidates will take place.

NAMI Washington is an Equal Opportunity Employer. Applicants are considered for employment without regard to race, creed, color, religion, national origin, sex, age, disability, marital status, sexual orientation, gender identity or expression, status as a veteran or any other basis prohibited by local, state or federal laws.