The Anxiety and Depression Association of America (ADAA) seeks a creative, self-directed, goal-driven, and entrepreneurial Fundraising and Business Development Director with a minimum of 5 years of proven fundraising (with a strong background in digital strategy) and business development experience.

Background

ADAA, founded in 1979, is an international nonprofit organization dedicated to the prevention, treatment, and cure of anxiety, depression, OCD, PTSD, and co-occurring disorders through the alignment of science, treatment, and education. ADAA brings together mental health professionals who lend their time and expertise to improve patient care by promoting the implementation of best practices and treatments across disciplines through continuing education and training and accelerating dissemination of research into practice. ADAA, while a professional mental health association, has a vibrant and growing public facing mission to provide free evidence-based educational resources to those struggling with an anxiety disorder and/or depression. Together we are triumphing over anxiety and depression.

Position Summary

Individual donations from the public community currently accounts for 57% of ADAA’s annual revenue. As such, ADAA is seeking a dynamic frontline fundraising professional with a proven track record of strategic development thinking to renew and increase donation income through a variety of programs, including annual fund campaigns, Foundation grants, digital donation strategies, “outside the box” programs, and developing strategic business alliances.

ADAA is a small team of committed professionals and looks forward to welcoming a Fundraising Director to focus on enhancing and expanding the organization’s current public fundraising programs and annual campaigns (GivingTuesday, Mental Health Awareness Month, End of Year Giving). Currently, there are no direct reports for this position but ADAA is committed to hiring additional fundraising staff as revenue and outreach increases.

The new Director will:

• Develop a new “Friends of ADAA” program to renew and steward current/new donors.
• Create a donor acquisition plan to convert current ADAA allies and story contributor leads into donors.
• Develop strategic business partnerships to grow advertising revenue and overall organizational engagement. Advertising revenue for 2020 was c. $200,000.
• Steward and enhance our current annual conference sponsors (c $125,00 annual revenue.) Goals: to convert current and new conference sponsors into strategic organizational sponsors and increase sponsorship revenue by 15% in the first year.
The Director will collaborate with the entire staff to strengthen fundraising efforts and outreach across the organization and increase overall fundraising and advertising revenue by 10% in year one and 20% in year two. The Director reports directly to the Deputy Executive Director.

**Key Responsibilities:**

- Create and execute a development plan that includes fundraising revenue goals and manage departmental budget.
- Oversee all donor communications and donor management.
- Develop, execute and evaluate fundraising activities to ensure goals are achieved.
- Oversee the administration of ADAA’s donor base and manage all daily fundraising tasks.
- Monitor trends and adapt fundraising strategies as necessary.
- Develop and manage timelines for fundraising activities to ensure plans and critical processes are carried out in a timely manner.
- Create and implement mass and segmented donor communications strategies.
- Renew current grant funding and build a foundation funding prospect pipeline.
- Help identify, develop and secure corporate and individual donors and build strategic partnerships.
- Help identify, develop and secure conference sponsors and advertisers.
- Work with social media/membership/conference staff to manage and develop fundraising content for ADAA’s website and social media accounts (i.e., Twitter, Facebook, Instagram, and LinkedIn.)
- Write, edit and design fundraising materials for online campaigns and the annual Impact report.

**Skills Required:**

- A Bachelor’s degree - Master’s preferred
- Five or more years of frontline fundraising and business development experience
- Demonstrated results in raising funds for nonprofit organizations, healthcare specifically preferred
- Proven success record with digital fundraising strategies
- Fundraising-specific writing skills, including experience with donor appeals and proposals
- Experience using contact or donor management databases
- Demonstrated ability to identify and secure corporate and individual gifts
- Experience work with a small team and willingness to be a “one-person” team for the short-term.
- Experience with data analytics
- Demonstrated excellence in organizational and written/verbal communication skills
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, and database management).
- Ability to simultaneously manage short-term and long-term plans and goals

**Preferred Skills:**

- Experience in a professional membership or non-profit organization
- Experience working in the mental health field
Job Type:

Can be full-time or part-time (minimum of three days). Travel to annual conference (2023 Conference will be held in DC April 13-16).

Job Location:

Remote work for part of the week, with one or two days in the Silver Spring, MD office.

Benefits Offered:

- Hybrid Work from Home Arrangements
- Flexible Work Hours
- 11 vacation days, the day after Thanksgiving and the week between December 25 and January 1 as well as all federal holidays (11)
- Casual Dress Code
- Phone stipend
- Medical, Dental, Vision
- Simple IRA and contributes up to 3%
- Life and AD&D Insurance
- STD/LTD
- Professional Development Opportunities

To Apply:

Send a cover letter and resume to Susan Gurley at sgurley@adaa.org by May 6, 2022. ADAA seeks a candidate who can start early to mid-July. Your cover letter must include your salary requirements and address your fundraising, digital fundraising strategy, and business development experience. ADAA does not pay relocation costs.