



Healthy Birth Day, Inc. Seeks Development Director

Healthy Birth Day, Inc. (HBD) is a 501(c)(3) nonprofit organization dedicated to the prevention of stillbirth. We are best known for the *Count the Kicks* public health awareness campaign, which educates and empowers expectant parents to track their baby's movements in the third trimester. Our goal is to save 7,500 babies from preventable stillbirth in the U.S. each year and to ensure that race is no longer a predictor of stillbirth. The Development Director develops and manages all aspects of Healthy Birth Day, Inc.'s fundraising programs while overseeing development staff and volunteers.

Roles and Responsibilities:

- Direct supervisor to development staff
- Create and execute the annual individual and corporate fundraising strategy and plan
- Manage the portfolio of major gift donors and prospective donors through regular, ongoing contact with them to secure major gifts as well as planned gifts.
 - Research and identify potential donors and sponsors and implement strategies to foster positive relationships
 - Make individual donor asks of \$4,999 and below. Prepare CEO for donor asks of \$5,000 and above.
- Manage the portfolio of corporate sponsors and prospective corporate sponsors through regular, ongoing contact with them to secure major corporate sponsorships for various organizational initiatives and events. Assist with corporate sponsorships of \$30,000 and below as needed.
- Provide expertise on the Every Kick Counts and Gamechangers development strategy and support in key areas
- Act as a public ambassador of our mission; promote our stillbirth prevention programs for the purposes of cultivating and securing financial support
- Lead the creation and dissemination of non-event fundraising appeals that include direct mail, phone, text, email, social media and giving platforms
 - Determine appropriate constituents to receive the appeal, measuring results, and reporting outcomes
- Manage and manipulate data and queries for appeals/events/reports in our Salesforce platform
- Create innovative ways to thank our supporters and show authentic gratitude
- Manage the organization's annual giving calendar
- Create print and digital marketing materials related to fundraising by working closely with communications and development staff
- Participate in communications / marketing strategy related to development
- Meet with senior management to gauge organizational needs and brainstorm ideas for development programs for the coming year
- In collaboration with the CEO:
 - Establishes fundraising objectives for the organization, setting one year, three and five-year goals



- Sets monetary goals and budgets for campaigns and fundraising events according to short and long-term goals
- Research and seek donation programs and opportunities available through local, state, federal and corporate programs
- Oversight of HBD fundraising events, including attendance at events to provide support to development staff and strengthen relationships with key donors.
- Contribute to the HBD annual report
- Other duties as assigned

Must Haves:

Highly organized and self-motivated

Be able to draft and present solicitations; make the ask

Strong ability to work in Salesforce, Word, Excel, PowerPoint and Google Drive at a minimum

Ability to be flexible to handle multiple priorities

Ability to work independently and as part of a team

Strong written and verbal communication

Positive attitude and a commitment to diversity and inclusion

Be responsible, hard-working, ethical, and committed to our mission

Possess an interest in a nonprofit career, particularly fundraising and development

Flexible hours around event time

Ability to work from home or an office in the Des Moines, Iowa metropolitan area

Education and Experience:

- Bachelor's Degree in related field
- Minimum 3 years experience in similar position

Start Date: August/September 2023

Hours: 40 hours/week, additional hours needed during event times

Salary and Benefits: \$72,000-76,000 depending on experience, comprehensive health benefits package, 11 paid holidays and paid time off



How to Apply: Send cover letter and resume to employment@healthybirthday.org with the subject line of "Development Director."

Healthy Birth Day, Inc. is an equal opportunity employer. We value diversity, equity and inclusion, and we recognize that people come with a wealth of experience and talent beyond just the technical requirements of a job. Diversity of experience and skills combined with passion is a key to innovation and excellence; therefore, we encourage people from all backgrounds to apply to our positions. Please let us know if you require accommodations during the interview process.