

JOIN OUR TEAM

WSF Women's Sports
Foundation®

Women's Sports Foundation

We exist to enable girls and women to reach their potential in sports and life.



Director, Development

Reports to: Chief Development Officer
Location: New York, NY
Status: Exempt
Salary: \$83,500 – \$100,900

Who We Are.

The Women's Sports Foundation is ally, advocate and catalyst for tomorrow's leaders. We exist to enable girls and women to reach their potential in sport and life. Founded by Billie Jean King in 1974, we are committed to achieving equality, diversity and inclusion in sports, and value teamwork, resilience and innovation. We are building a future where every girl and woman can #KeepPlaying and unlock limitless possibilities through the lifelong benefits of sport participation.

About the Opportunity.

The Director, Development will join an energetic and collaborative team at the Women's Sports Foundation (WSF) and play an integral role in supporting the Foundation's mission, initiatives, and impact. We are looking for a resourceful self-starter who thrives in a bustling and growing work environment and shares our passion and vision.

The Director, Development raises approximately \$3.75 million in annual giving, major gifts, foundation grants, and an annual gala. Reporting to the Chief Development Officer, the role will direct two signature events – WSF Giving Day in May and the Annual Salute for Women in Sports in October – and will be involved other aspects of development, including grant writing and reporting, and donor stewardship and cultivation. Additionally, the Director will develop and execute a new planned giving program.

We will count on you to:

1. Annual Giving / Donor Engagement and Stewardship

- Work with Chief Development Officer and Development Team to create strategies to expand WSF's donor base and increase annual giving.
- In coordination with our direct and digital marketing company, Sanky, develop strategies for a year-round series of direct mail and digital fundraising campaigns that include: WSF Giving Day in May, an early fall appeal, Giving Tuesday, year-end appeals, etc.
- Develop and implement strategies to build donor relationships and maximize each individual giving, while simultaneously growing and advancing WSF's pipeline of support.
- Track the WSF stewardship portfolios – i.e. individuals assigned to staff for cultivation.

WSF Giving Day – Established in 2021, WSF Giving Day is part of our annual fund development. It emulates the annual fundraising days undertaken by universities and colleges, and seeks to build a sense of community among WSF trustees, athletes, donors and friends – i.e. our “alumni” – who are committed to our mission.

- Plan, develop, and implement an increasingly ambitious and creative fundraising program to solicit and acquire funds for the WSF Giving Day.
- Work with CDO to identify matching gifts opportunities.
- Conceptualize and coordinate, with others, production of WSF Giving Day video.
- Work with Communications and Community Impact to enlist athletes, coaches and others to promote Giving Day.

2. Event Planning and Management

Oversee fundraising aspects of WSF's signature event, the Annual Salute to Women in Sports in mid-October. Assist in developing and executing other events for donor cultivation.

Annual Salute to Women in Sports

- Drive sales strategy and attendee engagement efforts for this event which has raised an average of \$1.5 million in the past four years.
- Solicit members for the annual Gala Committee and manage their fundraising efforts with input from the Development Committee.
- Direct Trustee engagement: gathering prospects, designing email templates, and providing ticket and table sales information and sponsorship materials, as needed.
- Build the event invite list and lead prospect research in coordination with WSF CEO, Team and Committees.
- Oversee the development of event materials (i.e., table/ticket sales forms, invitations, signage, journals, pledge cards) and event promotion schedule in collaboration with Marketing and Communications teams.
- Devise in-room fundraising strategies including auctions, raffles and floor-wide ask, and oversee associated vendors.
- Serve as liaison with WSF Leadership on all events and development projects, engaging athlete participation and overseeing volunteer management.
- Develop stewardship strategies to convert event attendees into ongoing WSF donors.

3. Foundation Relations

Proactively identify, cultivate, solicit, and build relationships with foundation prospects in support of the WSF mission and strategic plan:

- In response to RFPs, assemble required information and submit grant proposals to foundations and corporate founders.

- Research foundations, resources, and databases to keep program directors informed of RFP and other funding opportunities that promote the mission of WSF.
- Initiate and develop communication with prospective funding sources.
- Work in conjunction with other departments to develop proposals.
- Maintain an intense focus and high level of personal activity including writing letters of inquiry and submission of grant proposals.
- Oversee gift acknowledgement, stewardship reports and related correspondence.
- Track and ensure the successful fulfillment of foundation grant requirements in concert with WSF Leadership.

4. Planned Giving

- Develop and execute strategy to revive WSF's planned giving society, the Championship Club.
- Conduct research and identify potential planned giving donors.

What makes you stand out.

The ideal candidate will possess a combination of skills, experience, and passion in the following areas:

- Authentic interest in WSF's mission and a passion for philanthropy and women's leadership.
- Demonstrated commitment to diversity and inclusion.
- A generalist who has worked in almost all aspects of fundraising.
- Outstanding interpersonal skills and a comfort in interacting with diverse audiences including board members, colleagues, donors, and other friends of WSF.
- Exceptional writing skills – able to write fluidly and to convey both warmth and, when necessary, a sense of urgency for the issue or project being promoted to a donor.
- Experience in writing winning grant proposals
- Knowledge and experience with fundraising software and systems
- Growth mindset
- An independent, strategic thinker with good judgment, sensitivity, and common sense.
- A strong commitment to integrity.
- Proven ability to fundraise significant gifts.
- Knowledge of the philanthropic community.
- A solid understanding of fundraising databases as well as overall Computer literacy and Microsoft Office is required.

What you need to have.

The ideal candidate must possess a combination of skills and experiences in the following areas:

- Bachelor's degree.
- 5-6 years of experience in development and/or fundraising.

What we offer.

In addition to a competitive salary based on experience, WSF also offers a generous benefits package that includes:

- Medical, vision, and dental insurance
- Disability and life insurance
- Pre-tax medical savings plan
- Generous PTO and leave policies

Currently, we are a hybrid workplace that is subject to change. However, we provide a workplace that nurtures a culture that offers a high degree of flexibility and enables our employees to keep their life balanced.

The Women's Sports Foundation values an inclusive team and encourages individuals of diverse backgrounds and identities to apply. The Women's Sports Foundation is an equal opportunity employer.

Your next steps.

For immediate consideration, please submit your application to <https://ideali.st/hyDasJ>

Please include the following:

- Your resume
- A cover letter that answers the following:
 - What about WSF and our purpose is interesting to you and why?
 - Describe your preferred work environment.

If you have questions, feel free to contact HR@WomensSportsFoundation.org.

#KeepPlaying