



everychild.onevoice.®

National PTA

Director of Resource Development

Vetted
Solutions

A PASSION FOR PURPOSE

Position Overview

The Director of Resource Development leads the Resource Development Team and implements National PTA's highly successful fundraising and corporate partnership strategy, securing approximately \$5 million annually by building off National PTA's brand strength/reach to improve service offerings to parents, children, and local PTAs, and to advance our mission to ensure the academic success and well-being of all children. The RD team secures revenue from corporate, foundation, government, and individual donors and collaborates with other departments to align resource development and programming priorities. This position reports to the Deputy Director of Strategic Initiatives.

The position is currently hybrid, two days per week in the office. The position is located in the PTA headquarters in Alexandria, VA and requires occasional travel.

Key Responsibilities

As a great fit for the role of Director of Resource Development you have proven experience fundraising and have developed relationships with large foundations and corporations to secure funding and create partnerships. Experience working in a nonprofit association and/or at the national level are a real plus.

- **Development Strategy and Execution:** Develops and executes a comprehensive plan to diversify and increase revenue from corporations and increase funding from sponsorships partnerships, foundations, government grants, and individuals.
- **Team Leadership:** Recruits, trains, manages and inspires a staff team to achieve revenue goals,
- **Strategic Relationship Development:** Provides strategic direction for PTA's sponsorship program (Proud National Sponsors), offering guidance on the proposal development and organizational priorities and budget development, and leads the internal review and approvals processes.
- **PTA Brand and Positioning:** Collaborates with key departments to position National PTA's programs and initiatives to attract and secure sponsorship and grant funding.
- **Foundation Development:** Leads the association's foundation development strategy, researching target funders, proposal development, and budget management, ensuring all grant deliverables are met and reports are submitted.
- **Individual Giving Strategy:** Grows and sustains the association's individual giving revenue, including PTA's National Supporting Membership program.
- **Database Integration:** Works with IT to leverage the Association database for individual giving and other Resource Development needs.
- **Collaboration:** Collaborates across PTA's teams to develop and implement ways to efficiently execute projects.
- **Budget:** Leads and manages the department's budget development process to achieve revenue goals and control expenditures. Supports the team and other departments in their effective management of budgets, including creating and tracking program budgets and spend-down.

- Performance and Reporting: Evaluates departmental strategies and tactics, providing reports, analysis, and recommendations to key leaders as needed.
- DEI Alignment: Identifies, communicates, and aligns work with PTA's Diversity, Equity, and Inclusion (DEI) values and commitments to advance the organization's mission.
- Volunteer and/or Committee Support: Provides support to state and national volunteers and/or a PTA governance as needed.

Experience and Qualifications

- Bachelor's degree is required; a degree in marketing, business, or a related field is preferred.
- Minimum of 10 years of experience in nonprofit fundraising and resource development
- A passion for PTA and its child-centered mission, with any level of prior experience being a plus.
- Demonstrated commitment to diversity, equity, and inclusion (DEI) and skills/experience/knowledge contributing to an inclusive working and/or learning environment.
- Record of accomplishment creating and executing long-term development plans.
- Experience securing and managing multi-year foundation grants and developing corporate relationships.
- Experience developing and managing strategies to build and sustain individual giving programs.
- Experience in staff management and the ability to inspire individuals and organizations to engage in a nonprofit organization's mission.
- Strong cultivation and closing skills, with the ability to teach, motivate, and foster professional growth among team members.
- Excellent verbal and electronic communication skills and outstanding relationship-building abilities with internal and external constituents.
- Proven ability to research and benchmark best practices and collect, analyze, and employ data for decision-making.
- Experience with fundraising databases and a history of database management.
- Expertise in developing, managing, and tracking budgets.

Today's PTA

PTA is the oldest and largest child advocacy association in America. Today's PTA is comprised of more than 4 million parents, teachers, grandparents, caregivers, foster parents and other caring adults who share a commitment to improving the education, health, and safety of all children. We speak with one voice for every child.

Today, the issues that affect our children extend beyond their individual schools. The PTA's nationwide network provides parents with the forum and tools to collectively influence the decisions that affect children not only at their schools, but also throughout their districts, within their states, and across the nation. This mission is unique to PTA.

Many of the benefits our children receive today, such as universal kindergarten, the National School Lunch Program, and a juvenile justice system, were accomplished as a result of the PTA mission.

With PTA, families also have access to important benefits, including:

- Dozens of national programs, experts, and turnkey resources
- Regular updates and advice in the form of e-newsletters, PTA.org, Our Children magazine, and a robust Local PTA Leader Kit of resources
- Leadership development through webinars and e-learning courses
- Millions of dollars in grants to help build PTA capacity and skills
- Prestigious national awards
- Cost savings from national retailers and other PTA partners
- Invitations to PTA conventions as well as our conferences for emerging minority leaders, male mentors, and advocates
- Support services and staff to help establish and manage your PTA.

PTA Mission Statement

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

PTA Values

Collaboration: We will work in partnership with a wide array of individuals and organizations to broaden and enhance our ability to serve and advocate for all children and families.

Commitment: We are dedicated to children's educational success, health, and well-being through strong family and community engagement, while remaining accountable to the principles upon which our association was founded.

Diversity: We acknowledge the potential of everyone without regard, including but not limited to: age, culture, economic status, educational background, ethnicity, gender, geographic location, legal status, marital status, mental ability, national origin, organizational position, parental status, physical ability, political philosophy, race, religion, sexual orientation, and work experience.

Respect: We value the individual contributions of members, employees, volunteers, and partners as we work collaboratively to achieve our association's goals.

Accountability: All members, employees, volunteers, and partners have a shared responsibility to align their efforts toward the achievement of our association's strategic initiatives.

Digital Presence

Web: <https://www.pta.org/>

X: <https://twitter.com/NationalPTA>

Facebook: <https://www.facebook.com/ParentTeacherAssociation>

Instagram: <https://www.instagram.com/nationalpta/>

LinkedIn: <https://www.linkedin.com/company/national-pta/>

YouTube: <https://www.youtube.com/user/nationalpta>

Vetted Solutions

A PASSION FOR PURPOSE

Vetted Solutions is an executive search firm focused on serving the Board, CEO and senior staff recruitment needs of purpose driven organizations.

For confidential consideration, please contact Joe Suarez, Client Partner, via NPTADRDSearch@vettedolutions.com or call +1 202 544 4749.

Partners in Panorama – Asia, Australia, EMEA, Latin America,
North America Members of the Association of Executive Search
Consultants – AESC

