



National Council on Aging

**Director of Development  
Washington, DC**



*Overcoming the challenges of aging to thrive and live a life full of  
health, independence, and security*



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# The Organization

The National Council on Aging is a respected leader and trusted partner helping people aged 60+ to meet the challenges of aging. NCOA was founded in 1950 in response to concerns about rising healthcare costs and mandatory retirement. In the 65 years since, it has continued to identify critical issues facing older adults and to assemble coalitions of non-profits, government, and business to address them through collaborative leadership, innovative services, advocacy, and social enterprise. Today NCOA is working toward its social impact goal to significantly improve the health and economic security of 10,000,000 older adults by 2020.

## Economic Security



One in three older adults is economically insecure. NCOA's programs help these seniors to:

- Access public and private benefits programs through the work of the Center for Benefits Access and trusted online tools like BenefitsCheckUp®.
- Explore how to use their home equity wisely using reverse mortgage counseling and Use Your Home to Stay at Home® guide.
- Find training and jobs through programs like the Senior Community Service Employment Program, funded by the U.S. Department of Labor.
- Better manage their money using the web-based EconomicCheckUp®.

## Healthy Aging

Staying healthy as you age can be a challenge. NCOA's programs give older adults the knowledge and tools to:



- Prevent falls through the work of the National Falls Prevention Resource Center and Falls Free® Initiative.
- Manage chronic conditions through the work of the Center for Healthy Aging, which promotes the expansion of evidence-based self-management programs both in the community and online.

## Life Enrichment

- NCOA's National Institute of Senior Centers supports a network of 3,000 professionals that help older adults remain healthy and engaged in their communities.
- NCOA's Aging Mastery Program® is an innovative 10-week program that empowers older adults to make the most of their gift of longevity.

## Public Policy

Across all of its work areas, NCOA is a strong advocate for older adults, especially those who are vulnerable and disadvantaged. NCOA speaks up for seniors in need and works to protect and improve federal legislation like Medicare and the Older Americans Act.



# The Culture

The National Council on Aging has historically won extensive government grants to support its work. Institutional grants supplement government support with project-specific funding, and NCOA’s program staff have played a strong role in developing both government and broader institutional relationships. This history will give the Director of Development room to experiment as s/he gradually creates an organization-wide philanthropic program that secures a diversified and reliable stream of capacity-building support for NCOA as an institution.

## Advisor to the CEO

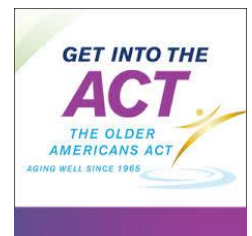


The Director of Development will report to James Firman, Ed.D., NCOA’s long-serving President and CEO. A former senior program officer at the Robert Wood Johnson Foundation, Jim is steeped in foundation relations. After leaving the Foundation, he founded and spent 10 years as CEO of the United Seniors Health Cooperative, where he directed an early version of the BenefitsCheckUp that is now one of NCOA’s core programs. Jim joined NCOA in 1995 and has since led the development of nationally acclaimed programs to improve the health, independence, and economic security of older adults. He has been named to The NonProfit Times’ Power and Influence Top 50 for the last 3 years and has served in numerous leadership roles, including as three-time Chair of the Leadership Council of Aging Organizations, Board Chair of the National Human Services Assembly, and Chair of Independent Sector’s National Advisory Committee on Charting Social Impact.

## Building a Philanthropic Culture

Many of NCOA’s programs impact multiple focus areas. The Benefits Access program, for instance, helps seniors apply for medical benefits that also increase their financial security. Building on NCOA’s intersectional impact, the Director of Development will take a comprehensive approach to expanding the organization’s development program. Working gradually alongside a diverse group of researchers and subject matter experts, s/he will develop the internal processes necessary to sustain a collaborative fundraising model that generates support across initiatives and projects. Using these processes, the Director will identify and build relationships with new institutional communities and will foster ways to package NCOA work for an expanded individual giving program.

The Director will have a rich array of projects to market. Senior centers, for example—one of NCOA’s key work areas—are recognized by the Older Americans Act as a key intervention in seniors’ lives. The Director will have the support of a database manager who coordinates NCOA’s use of Salesforce as well as a modest budget for travel and office expenses.



# The Opportunity

The Director of Development will be a key partner in all aspects of a continued transformation of fundraising at the National Council on Aging. The Director will serve as a strategist and guide, helping to leverage NCOA's existing fundraising to greater effect. S/he will become a trusted and respected partner to leaders and program staff, a credible brand ambassador to potential strategic partners, and a creative, patient, and persistent resource in facilitating new long-term relationships between these groups. The Director will work with leaders and staff to develop and implement internal processes that support the expansion of NCOA's base of non-governmental relationships, focusing on the identification of new institutional funding opportunities and the expansion of a nascent individual giving program. By building NCOA's network of stakeholders, the Director will advance the movement for long lives full of health, independence, and security.

- ❖ Thoroughly understand NCOA's mission, values, culture, history, policies, key stakeholders, programs, and finances.
- ❖ Become broadly conversant in NCOA's issue areas and methods and establish strong working relationships with key internal and external stakeholders.
- ❖ Partner with program staff to fully understand NCOA's programs and to foster collaborative understandings of how to best position these for fundraising activities and support.
- ❖ With the President and CEO, create and implement a comprehensive fundraising strategy that incorporates foundations, corporations, and individual donors, with the goal of diversifying NCOA's revenue stream and building greater awareness across the broad philanthropic community of its mission, accomplishments, and opportunities for growth.
- ❖ Create an annual prospecting strategy and grants calendar, identifying new funding sources that expand the current donor base and increase unrestricted charitable donations to expand programmatic capacity.
- ❖ Cultivate, deepen, and maintain long-term relationships with major corporate and foundation donors and prospects.
- ❖ Develop a plan to identify individual prospects and to develop an effective case for support for individual donors.
- ❖ Work with staff across the organization to integrate communications, branding, and research initiatives into fundraising strategies and activities, as appropriate.
- ❖ Oversee development-related systems and the development database, creating a process to strategically track and report on the ROI of fundraising dollars.
- ❖ Coordinate and execute all development functions, including planning, cultivation, solicitation, stewardship, recognition, and events.
- ❖ Develop an appropriate plan to engage, train, and support NCOA's Board in fundraising efforts and to expand the organization's volunteer networks.
- ❖ Maintain fundraising schedules and objectives, ensuring that plans are implemented, targets achieved, and information shared.
- ❖ Supervise, mentor, and manage one staff person, developing and leveraging talent.

# The Candidate

The successful Director of Development will be an experienced and strategic fundraiser with a strong knowledge of how to design, manage, and scale development activities. S/he will have a record as a trusted partner to senior leaders, a diplomatic negotiator of internal change, and a compelling representative to potential donors and partners. S/he will have the full set of skills required to secure major corporate and foundation donations, in particular, from identifying a next generation of prospects in new target industries to building relationships with corporate funders. S/he will combine those skills with some experience identifying, cultivating, and soliciting individual donors. The ideal Director will be able to develop a strong understanding of the NCOA's programs in order to identify and pursue new funding models to advance the organization's work.

## Ideal Requirements

- ❖ At least 5-7 years of progressively responsible experience in fundraising, preferably in a think tank or advocacy organization.
- ❖ Proven experience in developing fundraising strategies that expanded both a donor base and charitable revenue.
- ❖ Comprehensive knowledge of all phases of donor pipeline management, including prospect research, cultivation, solicitation, and stewardship.
- ❖ Unabashed and entrepreneurial drive to make connections with key prospects and funders on behalf of the organization and to serve as a fearless representative.
- ❖ Record of securing five- and six- figure gifts from all constituencies, particularly from corporations and foundations.
- ❖ Capacity to be articulate, polished, and sophisticated in interactions with high-level individuals and groups; comfortable interacting with intelligent, influential, and high-net-worth individuals.
- ❖ Exceptional writing skills necessary to draft and edit polished proposals.
- ❖ Understanding of how to guide and encourage internal thinking and activities across a broad spectrum of programs in ways that increase support for NCOA's comprehensive mission as well as for specific initiatives.
- ❖ Demonstrated success managing teams, building consensus, inspiring confidence and respect, and fostering collaboration with subject matter experts.
- ❖ A record of success in analyzing and identifying problems, formulating creative solutions, and being resourceful and patient in implementing them.
- ❖ Maturity and honesty in working with people from all backgrounds.
- ❖ Ability to set realistic goals, to organize and prioritize multiple projects on feasible timelines, and to be both tenacious and flexible in implementing plans.
- ❖ Demonstrated ability to quickly absorb and become articulate about NCOA's programs to complement the expertise of other team members.
- ❖ Bachelor's degree is required; advanced degree and/or record of continuing professional development is preferred.



# To Apply



## Director of Development Washington, DC

Questions, résumés, and CVs should be sent to  
[search@driconsulting.com](mailto:search@driconsulting.com)

All first round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

The National Council on Aging (NCOA) is an Equal Opportunity Employer and is seeking a diverse slate of candidates for consideration.