

Executive Officer of Development Camp Quality USA



Reports To: Chief Executive Officer

FLSA Status: Exempt

Position Type: Full-Time

Expected Hours of Work: 40 hrs/wk must be available Monday- Friday standard business hours

ORGANIZATION OVERVIEW

Camp Quality USA is a nonprofit organization dedicated to bringing positivity, fun, and laughter to children facing cancer and their families. Through residential camps, year-round programs, and community events, we create supportive environments where children can experience the joy of childhood while building resilience and lasting friendships.

SUMMARY

The Executive Officer of Development serves as the senior executive responsible for leading all fundraising, donor relations, and revenue generation activities to ensure sustainable funding for Camp Quality USA's mission-critical programs. This strategic leadership role develops and implements comprehensive development strategies, builds lasting relationships with donors and corporate partners, and drives organizational growth through diversified revenue streams. The Executive Officer of Development plays a crucial role in advancing the organization's capacity to serve children with cancer and their families nationwide.

KEY RESPONSIBILITIES

Strategic Fundraising Leadership

- Develop and execute comprehensive annual and multi-year fundraising strategies to meet organizational revenue goals
- Create diversified revenue portfolio including individual giving, major gifts, corporate partnerships, foundation grants, planned giving, and special events
- Lead strategic planning for development activities in alignment with organizational mission and growth objectives
- Establish fundraising goals, priorities, and performance metrics to drive sustainable revenue growth
- Stay current with fundraising trends, best practices, and emerging opportunities in nonprofit development

Major Gift & Donor Relations

- Identify, cultivate, solicit, and steward major gift prospects (\$1,000+)
- Manage portfolio of 75-100 major donor prospects and existing supporters
- Develop and implement donor stewardship programs to ensure high retention rates and upgrade potential
- Create personalized cultivation strategies for high-capacity individual and corporate donors
- Coordinate donor visits, recognition events, and meaningful engagement opportunities
- Oversee donor recognition programs and ensure appropriate acknowledgment of all contributions

Grant Development & Management

- Research and identify foundation and government funding opportunities aligned with organizational programs
- Write and/or oversee compelling grant proposals and manage full grants lifecycle from research to reporting



- Maintain grants calendar and ensure timely submission of all proposals and reports
- Build relationships with foundation program officers and government funding contacts
- Coordinate with program staff to develop fundable project proposals and accurate budgets
- Track grant outcomes and maintain detailed records for reporting and relationship management

Corporate Partnerships & Sponsorships

- Develop and manage corporate partnership program including sponsorships, cause marketing, and employee engagement
- Create customized partnership packages that provide value for corporate supporters while advancing mission
- Negotiate partnership agreements and ensure fulfillment of all sponsor benefits
- Build relationships with corporate foundation officers and community relations managers
- Coordinate corporate volunteer programs and employee engagement activities

Special Events & Community Engagement

- Plan and execute signature fundraising events to generate revenue and raise awareness
- Oversee event logistics, vendor management, sponsorship coordination, and volunteer recruitment
- Develop event marketing strategies to maximize attendance and fundraising potential
- Create engaging donor cultivation events including information sessions and mission-focused gatherings
- Represent organization at community events, networking functions, and speaking opportunities

Database Management & Analysis

- Oversee donor database management and ensure accurate, up-to-date donor records
- Analyze giving patterns and donor behavior to inform strategy and identify opportunities
- Generate regular reports on fundraising performance, donor retention, and revenue trends
- Implement donor research and wealth screening processes to identify prospect potential
- Ensure compliance with donor privacy regulations and ethical fundraising standards

Team Leadership

- Collaborate with CEO and other directors to ensure integrated organizational approach
- Manage development staff, consultants, and volunteers as team grows
- Lead by example in donor relationship building and fundraising best practices

Strategic Marketing & Digital Implementation – Leadership Oversight

- Provide strategic direction and oversight for the development and execution of integrated marketing initiatives that support fundraising outcomes and elevate organizational visibility.
- Guide the creation and implementation of an annual marketing calendar that aligns with development priorities and broader organizational goals.
- Oversee the planning and execution of digital marketing efforts, including website strategy, SEO/SEM, and paid digital campaigns.
- Direct the development of segmented marketing campaigns tailored to engage diverse donor audiences and key stakeholders.
- Ensure cohesive and consistent messaging across all marketing channels—print, digital, social media, and direct mail.
- Review and interpret marketing analytics and ROI data to assess performance and inform strategy refinement.



Brand Management & Integrated Communications – Leadership Oversight

- Provide strategic oversight for the development and execution of a comprehensive brand strategy that ensures clear, consistent messaging across all organizational channels and stakeholder interactions.
- Ensure adherence to brand guidelines, visual identity standards, and messaging frameworks across all marketing and communication outputs.
- Guide and champion brand positioning efforts to strengthen Camp Quality USA's visibility and differentiation within the nonprofit sector.
- Lead the development and execution of an integrated communications strategy, aligning internal and external messaging with organizational goals and values.
- Ensure organization-wide brand compliance, supporting alignment across departments, programs, and partnerships.
- Direct regular brand audits to evaluate consistency, impact, and opportunities for brand enhancement.

PERFORMANCE METRICS

Revenue Generation

- Annual Fundraising Goal: Meet or exceed annual revenue targets (specific amounts set annually based on organizational needs)
- Revenue Growth: Achieve 10-15% year-over-year growth in total development revenue
- Revenue Diversification: Maintain balanced revenue portfolio with no single source exceeding 40% of total revenue
- Cost of Fundraising: Maintain fundraising expense ratio below 25% of total revenue raised
- Return on Investment: Achieve minimum 4:1 return on development investment annually

Donor Relations & Retention

- Donor Retention Rate: Maintain overall donor retention rate of 40%+ annually
- Major Donor Retention: Achieve 60%+ retention rate for donors giving \$1,000+ annually
- Donor Acquisition: Recruit 100+ new donors annually across all giving levels
- Donor Upgrades: Achieve 20% annual upgrade rate among existing donors
- Major Gift Pipeline: Maintain active cultivation pipeline of 150+ major gift prospects

Grant Success & Management

- Grant Success Rate: Achieve 40%+ success rate on submitted grant proposals
- Grant Revenue: Secure \$100,000+ in foundation grants annually
- Grant Compliance: Maintain 100% on-time submission rate for grant reports and requirements
- New Foundation Relationships: Establish 5+ new foundation partnerships annually

Corporate Partnerships

- Corporate Revenue: Generate \$100,000+ annually through corporate partnerships and sponsorships
- New Corporate Partners: Establish 10+ new corporate relationships annually
- Partnership Value: Demonstrate measurable value delivery for 90%+ of corporate partners

Events & Community Engagement

- Event Revenue: Generate net revenue of \$100,000+ annually from special events
- Event Participation: Achieve attendance targets for all signature events (specific numbers set per event)
- Community Presence: Participate in 10+ community events, presentations, or speaking opportunities annually
- Media Coverage: Generate 12+ positive media mentions annually through events and outreach



Operational Excellence

- Database Accuracy: Maintain 95%+ data accuracy in donor database records
- Donor Feedback: Maintain 85%+ positive feedback ratings from donor surveys
- Professional Development: Complete 30+ hours of professional development annually in fundraising best practices
- Strategic Planning: Develop and implement annual development plan with quarterly progress reviews

Relationship Building & Stewardship

- Donor Meetings: Conduct 20 personal donor meetings annually
- Stewardship Activities: Implement meaningful stewardship touches for 100% of major donors quarterly
- Volunteer Engagement: Recruit and manage 10+ development volunteers annually

Review Schedule

- Weekly: One-on-one with Chief Executive Officer
- Monthly: Financial and program metrics review
- Quarterly: Comprehensive performance assessment
- Annual: Full evaluation with goal setting. Targets will be adjusted annually based on organizational strategic priorities and market conditions.

SUPERVISORY RESPONSIBILITY

This position has supervisory responsibility for Manager of Data Systems and outsourced advertising contracts.

WORK ENVIRONMENT

Hybrid work environment, encompassing both home office/remote setting and outdoor conditions, involving exposure to varying temperatures such as heat, cold, wet/humid and dry/arid conditions. The employee must be adaptable to, environmental allergens, including but not limited to dust, mold, and pollen. The typical noise level in the work environment is moderate.

Physical Demands

While executing job responsibilities, the employee will frequently engage in verbal communication and auditory tasks. The role demands specific visual capabilities, encompassing close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. Additionally, the employee will routinely handle items, involving lifting and/or moving objects weighing up to 50 pounds. This dynamic role involves regular physical activity, including reaching, standing, walking, bending, kneeling, stooping, crouching, crawling, and climbing stairs. The employee will frequently navigate outdoor environments on uneven ground. Additionally, the position necessitates extended periods of desk sitting, coupled with significant computer use.

Travel

Limited travel is required to attend programs, events, and meetings, or visit other departments. Travel requirement is 20%.

REQUIRED QUALIFICATIONS

Education & Experience

- Bachelor's degree in related field or comparable experience
- CFRE (Certified Fund Raising Executive) credential preferred



- Minimum 7-10 years of progressive fundraising experience with demonstrated success in revenue generation
- At least 5 years of experience in major gift fundraising with proven track record of securing gifts of \$10,000+
- Experience managing comprehensive development programs including individual giving, corporate partnerships, and grants
- Demonstrated success in grant writing with track record of securing foundation and government funding
- Experience with special event planning and execution for fundraising purposes
- Background working with nonprofit boards and volunteer leadership

Skills & Competencies

- Exceptional relationship-building and interpersonal communication skills
- Strong written communication abilities including grant writing and donor correspondence
- Proven ability to make compelling presentations to diverse audiences
- Strategic thinking and analytical skills for development planning and evaluation
- Proficiency with donor database systems (OneCause, EveryAction or similar CRM platforms)
- Knowledge of fundraising ethics, legal requirements, and best practices
- Project management skills with ability to manage multiple priorities simultaneously
- Understanding of nonprofit financial management and budgeting

Personal Attributes

- Deep commitment to Camp Quality USA's mission and values
- High level of integrity and professionalism in all donor interactions
- Entrepreneurial mindset with creative approach to fundraising
- Strong problem-solving and decision-making capabilities
- Is open to learning about and respecting different cultures, experiences, and viewpoints
- Participates in and supports company-wide DEI initiatives.
- Flexibility to work evenings, weekends, and travel as required
- Physical ability to participate in camp activities as needed
- Demonstrated emotional intelligence and psychological safety competencies

PREFERRED QUALIFICATIONS

- Master's degree in relevant field
- Certification in nonprofit management, camp administration, or fundraising
- Previous experience working with volunteers and community partnerships
- Advanced knowledge of fundraising and development activities
- Experience with national nonprofit operations and multi-state compliance

COMPLIANCE & SECURITY REQUIREMENTS

This role handles extremely sensitive information requiring:

- HIPAA Compliance: Understanding of healthcare privacy laws and implementation
- Background Check: Comprehensive background screening due to access to sensitive child, family, volunteer, and donor information
- Confidentiality Agreement: Strict adherence to organizational confidentiality policies



EQUAL OPPORTUNITY STATEMENT

Camp Quality USA is an equal opportunity employer committed to diversity and inclusion. We welcome applications from all qualified candidates regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, or veteran status.