



NY
NJ

**Goodwill
Industries**

of Greater New York and Northern New Jersey, Inc.

www.goodwillnynj.org

Astoria, Queens (relocating to Lower Manhattan)

Vice President of Development

THE OPPORTUNITY



Goodwill Industries of Greater New York and Northern New Jersey, Inc. (Goodwill NYNJ) empowers individuals with disabilities and other barriers to employment to gain independence through the power of work. Goodwill NYNJ's vision is of a world with no barriers to employment. Founded 104 years ago, Goodwill has helped participants facing physical, intellectual, developmental or other barriers to find work and remain employed. Well-known for its retail stores and as a destination for donating goods, Goodwill believes in the dignity of work and provides its clients with the skills required for a changing workforce. The Vice President of Development position is an impactful opportunity to promote the empowering mission and successful outcomes of an organization serving over 30,000 people a year in the NY/NJ region.

Goodwill NYNJ is strategically increasing private fundraising revenue and seeks a highly motivated, passionate, experienced and entrepreneurial Vice President of Development (VPD). The successful candidate will have a demonstrated track record of raising major gifts for an organization where there is not a recognizable defined constituency.

The VPD will further establish and expand Goodwill NYNJ's major gifts, annual appeals, fundraising events, stewardship, and online engagement programs. S/he will carry a portfolio of approximately 75-100 major donors and prospects.

The successful candidate will be a metrics-driven, results-oriented professional who is confident in a frontline donor-facing role, working directly with Goodwill NYNJ's CEO, Board, and other executives in identifying pipeline prospects and soliciting donors. The VPD will lead collaboration across teams, including programs and services, retail operations and corporate/foundation giving staff. The ideal candidate will have a strong track record in fundraising focusing on major gifts as well as experience in capital campaigns and planned giving.



Goodwill NYNJ has retained [Freeman Philanthropic Services, LLC](#) to assist on this important recruitment.

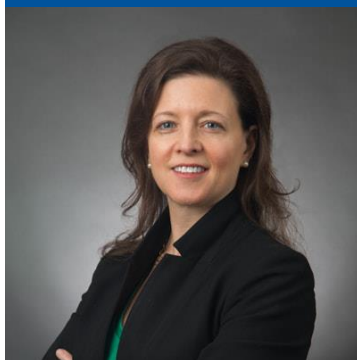
ABOUT GOODWILL OF NEW YORK & NEW JERSEY



Goodwill NYNJ currently serves more than 30,000 people a year - through the combined resources of 37 stores and 50 programs – helping individuals to overcome barriers, gain employment, and to gain independence and participation in community life. In addition to its retail operations, Goodwill NYNJ operates developmental disability services, mental health support, and workforce development programs.

We have a vision of a world with no barrier to employment and believe that everyone who wants to work can enjoy the power of work.

LEADERSHIP



Katy Gaul-Stigge, President & CEO, leads the strategic direction for Goodwill NYNJ since 2016, bringing over a decade of workforce development experience under New York City Mayors Michael Bloomberg and Bill de Blasio. In her tenure, she has created a new strategic plan for the organization, Vision 2020, focusing on improving operations with a strategic focus to expand mission impact. Goodwill has opened new integrated wellness center for people working with mental illness and launched career pathways program to upskill retail employees.

A major force in workforce development strategy and policy, Ms. Gaul-Stigge gained national and international attention for her development of Mayor de Blasio's Career Pathways strategy as the Executive Director of the Mayor's Office of Workforce Development. She is

an active leader and Board member of the Human Services Council of NY (HSC) and of EmpoweredNYC, A 92 Street Y Women in Power Mentor, is a member of Greater NY and Coro Leadership NY, and presents at numerous conferences and symposiums. She holds an MSW in Policy from Columbia University School of Social Work and a BA from Mount Holyoke College.

The Goodwill NYNJ **Board of Directors** is composed of dedicated and engaged leaders committed to Goodwill NYNJ's mission, vision, and continued growth. The Board is comprised of men and women who are accomplished professionals, business, and executives.

For a complete Board list, please see <https://www.goodwillnynj.org/about-goodwill>

KEY OPPORTUNITIES & CHALLENGES



The VPD, will be expected to contribute broadly to all aspects of the fulfillment of the organization's mission and goals. The candidate will be experienced development professional with a demonstrated track record to respond effectively to the following challenges:

- Work closely with the Board, executive leadership and the development team to expand the major gift program;
- Create, update and implement a multi-year individual fundraising plan with clear goals for increasing philanthropic revenue;
- Proven ability to close major gifts: A demonstrated record of successful solicitations (completed personally and in partnership with leaders);
- Oversee the annual fund , special events, planned giving, and donor engagement;
- Implement a comprehensive moves management strategy for a portfolio of 75 to 100 major donors, launching and continually growing gifts annually;
- Work with the CEO and Director of Development to create and implement a Board Development strategy that stewards the Board as major donors, prepares and trains them for peer-to-peer fundraising;
- Work with leadership and Program staff to develop and execute cultivation and stewardship opportunities, including site visits, tours, program interactions, seminars, and other engagement activities;
- Conduct at least eight significant major donor moves (ideally face-to-face meetings) each month;
- Manage prospect identification, research and prospect assignment to ensure a continuous pipeline of individuals with leadership giving capacity and inclination;
- Develop and implement a planned giving marketing program;
- Cultivate, solicit and steward major donors;

- Implement the agency's first major fundraising benefit event. Create plans for a sustainable fundraising event to increase Board engagement, identify new prospects and increase philanthropic giving;
- Work with event consultants and team to craft pre and post-event engagement strategy for event donors;
- Work with the Director of Development, Retail Vice Presidents, and Board members to create and implement a year-round strategy for strategic targeted cultivation events, i.e., house parties, shopping events, and tours to further build the pipeline;
- Work collaboratively with the Director of Development to engage Junior Board members in philanthropy, including their own event;
- Work with the Director of Development to determine the best Annual Appeals strategies for increased donor acquisition;
- Work with the development staff to increase Online Fundraising and Engagement;
- Continually seek cost-effective professional development opportunities driven by agency needs and strategic priorities.

REQUIRED EXPERIENCE AND QUALIFICATIONS

Goodwill NYNJ seeks an experienced fundraiser with a demonstrated track record to respond effectively to the responsibilities listed above. To fulfill the requirements of this position, a candidate must possess the following professional experience and personal qualities:

- Enthusiasm for the mission of Goodwill, and sensitivity to working with individuals of multiple abilities;
- Strong track record in fundraising with a focus on major giving;
- Experience in capital campaigns and planned giving;
- Experience in crafting, facilitating, and making major donor asks, with a proven track record of successfully closed and stewarded gifts;
- Ability to develop project plans, coordinate projects, and communicate metrics on time and budget;
- Excellent presentation and communication skills, both written and oral;
- Superlative interpersonal skills combined with self-confidence, gravitas, and the ability to manage organizational change;
- Demonstrable organizational, professional, problem solving, and customer service skills, and ability to facilitate collaboration across multiple teams;
- Ability to think strategically and deliver outcomes with minimal oversight;
- Knowledge of The Raiser's Edge 7 (preferred) or other CRM/donor database system, email/online engagement tools, online research tools; and Microsoft Office;

- B.A. in Public Affairs, Communications, Nonprofit Management, Media Relations, or related field.

IMPORTANT AND REPORTING RELATIONSHIPS

The VPD will report to the CEO of Goodwill NYNJ, and serve as a member of the Senior Leadership Team. The successful candidate will work closely with the Board of Directors and provide staff support to the Development Committee. S/he will have three direct reports and work with outside consultants as needed.

COMPENSATION AND BENEFITS

The compensation and benefits package will be competitive and commensurate with the selected candidate's background and experience.

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

Goodwill NYNJ has retained Freeman Philanthropic Services, LLC to assist on this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions. Please send all confidential inquiries, applications, and nominations directly to FPS via email at Goodwill@glfreeman.com.

All applications must include (1) an up-to-date resume and (2) a letter of intent (addressed to Gail L. Freeman, President, FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in his/her career. Additional materials and information will be requested during the search and interview process.