

Director of Development Northeast



A LEGACY OF HONOR

More than 55 years. More than 50,000 scholarships funded. No child of a Marine in-need left behind.

The Mission

“As Americans, we owe a debt to our Nation’s Marines. We can and must support their children and families. The Marine Corps Scholarship Foundation provides a way we can all repay this debt and have done so for more than 50 years.”

--Phebe N. Novakovic, Chairman and CEO, General Dynamics

Marines make legendary sacrifices; sending their children to school shouldn’t be one of them. That’s why the Marine Corps Scholarship Foundation was established in 1962 to honor Marines by educating their children. The Scholarship Foundation is the nation’s oldest and largest provider of need-based scholarships to military children and the *only* scholarship program awarding 100% of all eligible applicants. The 50,000+ scholarships it has awarded, valued at nearly \$185 million, have delivered impact far beyond tuition assistance. They give opportunity to born leaders to create transformational outcomes. A trusted investment with high marks from leading charity watchdogs and a proven steward driven by powerful success metrics, the Scholarship Foundation creates inspiring results for Marine and Navy Corpsmen families and America’s future.



The Need

In the next decade alone, more than 100,000 children of Marines will graduate high school facing an uneven burden. As the cost of higher education continues to outpace the average Marine family’s income, thousands of students face the prospect of being priced out of the opportunities their parents served to defend. And for those priced out of the American dream, the consequences go beyond a degree. The unemployment rate for those without a college degree is nearly 3 times higher than for those with one. Recent studies suggest that the lifetime wage deficit for those without a degree reaches as high as \$1 million.

An Investment in America’s Future

Marine Corps Scholarship Foundation awards don’t just avert individual hardship; they create opportunity for those who are driven by more than personal success. Statistics show that by the time they’re ready to enter careers, children of Marine families outperform their peers by a nearly 2 to 1 margin. 91% of MCSF scholarship recipients graduate or are on track to do so—a rate that is nearly twice the national average. 45% of these graduates are earning degrees in science, technology, engineering, math, and health science fields, leaving them poised to make significant contributions in fields critical to the military, to their communities, and to the nation. And when it comes to investing in America’s future, MCSF’s commitment isn’t limited to a four-year degree. With an eye to future needs, MCSF is committed to filling the skills gap through career and technical education scholarships awarded year-round to students enrolled in non-degree certificate programs or vocational training.



Supporting Education

“The Marine Corps Scholarship Foundation is a trusted steward of their investor’s dollar—expenses are carefully managed to assure donations are flowing to scholarships. With the Scholarship Foundation, I know my dollars are doing the most good for our Marines and their families.”

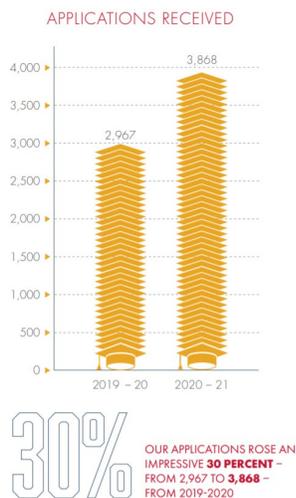
--Michael Armstrong, Former Chairman & CEO, AT&T Corporation

Applications to the Marine Corps Scholarship Foundation have grown more than 5% every year for the last decade, and a 30% increase from 2020 to 2021. At this rate, the Scholarship Foundation must be prepared to fund an average of \$8 million in scholarship awards to an average of nearly 3,000 students each year over the next 5 years—in addition to growing the endowment, funding for growing the endowment, and increasing operational support. The Scholarship Foundation has grown tremendously over the last decade to make this work possible, because its ambitious goals aren’t about money raised but about lives transformed.

2021 and Beyond

The Marine Corps Scholarship Foundation has marshaled every department in the organization behind an investor-centered strategic plan that has distinguished it in a burgeoning charitable landscape. The Scholarship Foundation’s development, communications, and events teams work together to generate about \$18M- \$22M in unrestricted and restricted annual revenue. Prior

to the global pandemic, MCSF managed 36 fundraising events or event-related campaigns annually, acting as an annual fund and creating a pipeline of investors and volunteers for the development department to engage on a deeper level.



Building Upon Growth in the Northeast

The Marine Corps Scholarship Foundation has recently expanded efforts to grow its investor base in the Northeast region. The development team is working together to support the nationwide accessibility of scholarship recipients by increasing support in this region. The existing network of investors, volunteers, supporters, and scholarship alumni put the Scholarship Foundation on a footing to scale the challenges ahead.



The Opportunity

The Marine Corps Scholarship Foundation seeks a Director of Development to help enhance its high-level individual investor program, maximizing support for MCSF's mission and vision.

Reporting to the Chief Advancement Officer, the Director of Development will leverage existing relationships in the Northeastern United States while also generating new support. The Director of Development will carry a portfolio of principal, major, and leadership gift prospects and investors and is responsible for developing individualized strategies for cultivation, stewardship, and solicitation to match investors and prospects' interests with the Foundation's fundraising needs and goals in mind.

- ❖ Take responsibility for comprehensive activities designed to build and manage a pipeline of individual investors with 6- and 7-figure giving potential.
- ❖ Work closely with C-Suite to develop both short and long-term fundraising goals and strategies.
- ❖ Utilize a wide range of tools—including MCSF's internal records, relationship mapping, and external databases—in order to identify and prioritize a pool of major investor prospects.
- ❖ Facilitate strong working relationships with Marine Corps Scholarship Foundation staff, engaging them

appropriately in investor cultivation and stewardship and ensuring adequate preparation for investor meetings.

- ❖ Design and implement best-in-class moves management processes that increase the number of first-time gifts, secure gift renewals, and move investors up the giving ladder.
- ❖ Maintain a portfolio of approximately 150 active prospects in the major gifts pipeline.
- ❖ Work with internal events staff, external event consultants, and event committee chairs to garner major gift prospects and maintain current investor involvement.
- ❖ Cultivate and increase the major gift investor base in the Northeast through networking, face-to-face meetings, and substantive phone conversations.
- ❖ Solicit and close 5-, 6- and 7-figure gifts that support MCSF's scholarship programs.
- ❖ Deepen the participation of major investors in the fundraising process, effectively leveraging them in the identification and cultivation of new prospects.
- ❖ Prepare proposals, solicitation letters, gift agreements, and other development materials for prospects and investors that articulate the Foundation's needs, values and goals.
- ❖ Maintain a regional travel schedule that actively engages investors and prospects.



The Candidate

The ideal candidate will have experience in identifying, cultivating, soliciting, and stewarding gifts from prospects whose support can be maximized through gift planning strategies. The candidate will be a dedicated, revenue-generating performer with a passion for the military and education. This position will be a remote position with the individual located in the Northeast.

Background

- ❖ At least 5 years of experience in non-profit development or the equivalent face-to-face sales experience with proven revenue results.
- ❖ Must have closed gifts or sales at least \$25,000.
- ❖ Bachelor's degree is required.

Skills and Accomplishments

- ❖ Demonstrated ability to identify, cultivate, and steward long-term investor relationships that expand an investor base, increase revenue, and advance foundation goals.
- ❖ Record of soliciting and securing 5- and 6-figure gifts; experience soliciting both annual and campaign gifts is useful.
- ❖ Experience in and exposure to the Marine Corps/military service is preferred; passion for serving Marine Corps families is essential.

- ❖ Ability to communicate and establish a positive rapport with key C-level executives, experienced philanthropists, charitable foundations, corporations, and senior-level individuals.
- ❖ Experience with Raiser's Edge and/or customer tracking databases.
- ❖ Ability to work independently and to embrace collaboration, teamwork, and flexible thinking.
- ❖ High degree of self-motivation and initiative, with the ability to prioritize, take the lead on major relationships, and follow projects through to completion.
- ❖ Collaborative style that supports information sharing and a team-based approach to fundraising.
- ❖ Record of partnering with senior leaders and Board members to meet revenue targets and to deepen stakeholder engagement in an organization.
- ❖ Excellent communications skills necessary to discuss emotionally challenging issues with diverse audiences.
- ❖ Integrity and judgment necessary to make decisions, seek advice when needed, and take responsibility for actions.
- ❖ Ability to travel 50-60% of the time when safe.



Applications should be submitted at
<https://driwaterstonehc.com/position/mcsf-director-of-development>

Nancy Racette is leading this search for DRiWaterstone. Please reach out to racette@driwaterstonehc.com

All first-round interviews for this position will take place via telephone/video conference.

DRiWaterstone HC is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

The Marine Corps Scholarship Foundation is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.