



Depression and Bipolar
Support Alliance

Vice President of Development

Position Guide

About Depression and Bipolar Support Alliance

The Depression and Bipolar Support Alliance (DBSA) is the leading national organization focused on depression and bipolar disorder. Led by and created for individuals living with these conditions, DBSA provides hope, help, support, and education to improve the lives of people with mood disorders by providing free, scientifically based tools and information focused on an integrated approach to wellness; supporting research; and working toward equitable treatment for people with mental health conditions.

Depression and bipolar disorder affect more than 21 million Americans, account for 90% of the nation's suicides every year, and cost \$23 billion in lost workdays and other workplace losses. DBSA's peer-based, wellness-oriented, and empowering services and resources are available when people need them, where they need them, and how they need to receive them—online 24/7, in local support groups, in audio and video casts, or in printed materials distributed by DBSA, its chapters, and mental health care facilities across America.

Through extensive online and print resources, more than 700 support groups, and nearly 300 chapters, DBSA reaches millions of people each year with in-person and online peer support; current, readily understandable information about depression and bipolar disorder; and empowering tools focused on an integrated approach to wellness. In 2015, DBSA programs and resources directly touched 3.4 million people. The board recently completed a 2017-2018 strategic plan that's an adaptable, data-driven framework for achieving measurable outcomes within DBSA's three strategic choices: *Peer Focus*—helping people who have mood disorders lead full, meaningful lives; *Advocacy*—influencing positive change in the way the world views mental health; and *Organizational Effectiveness*—fulfilling current commitments and overarching vision with impact, accountability, and integrity.

Mission

DBSA provides hope, help, support, and education to improve the lives of people who have mood disorders.

Vision

DBSA envisions wellness for people living with depression and bipolar disorder.

Key information

- \$3.1 million revenue in 2015
- \$2.7 million from contributions in 2015
- 17 Full-time Staff

WHAT MAKES DBSA UNIQUE

- **Peer-led:** DBSA is led by and created for individuals living with a mood disorder, and that experience informs everything that they do. More than half of the DBSA staff and board members live with a mood disorder and all DBSA support groups are facilitated by peers.
- **Nationally recognized:** DBSA is nationally recognized for peer specialist training services, mental health

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advocacy work, expansive network of peer support groups, and broad and deep first-person perspective on the lived experience of depression and bipolar disorder.

- **Innovative:** DBSA provides leading-edge, interactive online resources.
- **Wellness-centered:** DBSA informs, empowers, supports, and inspires individuals to achieve the lives they want to lead.

More information can be found at www.dbsalliance.org.

The Position

The Vice President of Development will report directly to the President of DBSA. In collaboration with the board and senior leadership, the Vice President will refine and implement a development plan that guides all aspects of the organization's fundraising strategy, including annual, institutional, major, and planned giving programs, as well as communications in support of fundraising efforts. The plan will focus on implementing a proactive relationship management approach and building a formalized, effective major gifts program.

As a member of the senior leadership team, the Vice President of Development will work collaboratively to establish a strategic and donor-centered approach to relationship management that will lead to sustained growth for the organization. The successful candidate will work to expand the culture of philanthropy at DBSA and continue the organization's efforts to build a comprehensive development program that meaningfully engages existing donors and attracts new supporters. This leader will play an important role in establishing clear policies and procedures for internal operations and setting measurable, short- and long-term goals and metrics to evaluate achievement. The Vice President of Development leads three full-time staff members, with two direct reports,



including the Director of Development and Development Associate.

The successful candidate must bring a passion for the mission of DBSA and at least seven years of senior-level leadership in managing fundraising teams. A bachelor's degree is required; an advanced degree is preferred.

Responsibilities

The Vice President of Development will have the following primary responsibilities:

- Provide leadership in developing and implementing a comprehensive development plan for DBSA, encompassing annual, institutional, major, and planned giving programs.
- Play primary leadership role in cultivation and solicitation of a portfolio of prospective donors (50 individuals and institutions, including the board) while using strategic relationship management practices to track the activity.
- Develop and manage board fundraising strategy, educating board members about their role and supporting their engagement. Serve as liaison to the board's development committee.
- Serve as primary liaison with program staff to interpret information related to new and existing programming and alignment with funding prospects in all donor categories.

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- Identify measurements necessary for fundraising, both qualitative and quantitative, and develop process for capture and reporting.
- Supervise Director of Development and Development Associate, establishing measurable goals and metrics for activity.
- Support the fundraising role of the President by providing guidance and tactical support on donor strategy and outreach and ensuring that she or he is prepared for fundraising meetings.
- Develop and manage the planned giving strategy.
- Provide strategic direction for the annual giving program and donor-based communications.
- Manage the development budget for best return on investment.
- Develop and maintain positive, collaborative working relationships with the executive team, staff, board, volunteers, donors, and other stakeholders.
- Advocate and advance best practices in fundraising on behalf of the development team.
- Travel as needed and attend evening and weekend events.

Major Objectives

Within the first 12 to 18 months, the Vice President of Development will achieve the following:

- Establish trust and confidence quickly with the President, senior leadership, staff and board through capable leadership.
- Create a development plan that aims to achieve long-term, sustainable growth.
- Identify and cultivate an increasing base of major gift prospects and donors and successfully solicit and close at least one new six-figure commitment.
- Lead, mentor, and motivate a cohesive team to achieve and exceed 2017 and 2018 revenue goals.



Qualifications

The ideal candidate will possess most of the following qualifications:

- A deep, passionate commitment to DBSA's mission and vision.
- A minimum of seven years of senior-level leadership experience in managing successful fundraising teams, including individual, corporate, and foundation giving, direct mail, social media, and events. Experience with health-related fundraising and/or national fundraising would be an advantage.
- Ability to manage, motivate, and inspire a team that achieves and exceeds revenue goals.
- Proven achievement in the successful solicitation of six-figure gifts.
- Proven success in working with engaged boards and volunteers.
- Ability to work well in a dynamic environment and manage a wide variety of tasks and deadlines.

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- A team player that values honesty, integrity, and transparency.
- Ability to lead in a confident and focused manner with superb attention to detail.
- A strategic thinker who can collaborate effectively with varied constituencies - leadership team, staff, board members and volunteers.
- Excellent communication skills, including strong written, verbal, and presentation skills.
- Broad financial management skills with experience in fundraising and budget analysis, forecasting, and planning.
- Strong knowledge and understanding of The Raiser's Edge fundraising and constituent relationship management system.
- Ability to travel and work some evenings and weekends for events and meetings.
- A bachelor's degree; an advanced degree would be preferred.

Application

The Depression and Bipolar Support Alliance has retained Campbell & Company to conduct this search. DBSA offers a competitive salary and benefits package. The team for this project includes Kris McFeely, Senior Consultant, and Daniel Fissinger, Associate Consultant. To be considered for this opportunity, please send a letter of interest and resume to:

Daniel Fissinger

Associate Consultant, Executive Search

djf@campbellcompany.com

(312) 506-0062 direct

Campbell & Company
www.campbellcompany.com

The Depression and Bipolar Support Alliance is an equal opportunity employer.