



# CHIEF DEVELOPMENT OFFICER

**Office Locations: Crofton and Emmitsburg, Maryland**

**DR*i* Waterstone**  
HUMAN CAPITAL

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## National Fallen Firefighters Foundation (NFFF)

The National Fallen Firefighters Foundation (NFFF), created by an act of Congress in 1992, seeks to honor America's fallen fire heroes; support their families, colleagues and organizations; and work to reduce preventable firefighter death and injury.

The NFFF is a 501(c)3 nonprofit organization comprising approximately 30 staff with offices in both Crofton and Emmitsburg, Maryland. Crofton is a town in Anne Arundel County, approximately 30 miles east of Washington, DC. Emmitsburg is a town in Frederick County, approximately 10 miles south of Gettysburg, PA and 70 miles north of Washington, DC. NFFF is registered as a corporation in Maryland and funds its work through program-specific pass-through federal grant funding, as well as support from individuals, corporations, and foundations.

**The NFFF prides itself on a set of core principles that focuses upon honoring the fallen, supporting their families, health and safety of firefighters, and prevention of line of duty deaths.**

- ❖ Recognized and looked upon as the national organization that provides the highest level of support to families of fallen firefighters.
- ❖ An organization with programs that provide meaningful reductions in the number of firefighter fatalities and injuries.
- ❖ A leading advocate of firefighter death prevention and fire safety.
- ❖ Financially self-sustaining.
- ❖ An effectively managed organization, adaptive to the ever-changing environment.
- ❖ An organization capable of immediately responding to situations that involve the loss of fire service life.





## National Fallen Firefighters Foundation (NFFF)

**Resources for Families:** Families of fallen firefighters face a long and difficult journey. While the rest of the world moves on, family members must figure out how to live without their loved one. The NFFF offers a variety of programs and materials to help.

- ❖ Support Groups
- ❖ Creation of the National Memorial Park
- ❖ Fire Hero Family Winter Retreat and Tree Light
- ❖ Remembrance Program
- ❖ Fire Hero Family Events
- ❖ Fire Hero Family Network
- ❖ Scholarships
- ❖ Hal Bruno Kids Camp

**Department Resources:** Focused on helping departments deal with the tragedy of losing a firefighter in the line of duty, the NFFF provides specialized services, resources, and programs to departments nationwide.

- ❖ Company Officer-to-Company Officer Network
- ❖ Incident Commander to Incident Commander Network
- ❖ Chief to Chief Network
- ❖ Local Assistance State Teams
- ❖ First Responder Center for Excellence
- ❖ Everyone Goes Home Program
- ❖ Taking Care of our Own Training Opportunity
- ❖ Publications and Podcasts



### Memorial Weekend:

The NFFF's most recognized annual program, attended by thousands, is the National Fallen Firefighters Memorial Weekend (May 3-4, 2025). Each year, the NFFF sponsors the official national tribute to all firefighters who died in the line of duty during the previous year.



## THE OPPORTUNITY

The **National Fallen Firefighters Foundation (NFFF)** seeks a motivated, dynamic, and driven leader who is compelled by the idea of growing a historically successful fundraising program through an expanded fundraising strategy. Successful candidates will view themselves as “out-the-door” fundraisers who possess the unique ability to both think strategically and act tactically and efficiently. This executive role will serve as a strategic partner to the CEO and collaborate with leaders across the organization to drive a new era of fundraising.

A committed board of directors and the Chief Executive Officer believe significant opportunities exist on all levels for the NFFF. Specifically, a national grass-roots effort (to include direct response) as well as corporate and foundation funding partnerships. There are groups of committed individual funders who, with a thoughtful cultivation and stewardship strategy, have the capacity to become major donors. This position requires a proactive approach to building and maintaining relationships, securing resources, enhancing fundraising strategies, and leading a motivated team.

### **Build Philanthropic Capacity**

- ❖ Fearlessly and confidently implement a comprehensive fundraising strategic plan that includes major gifts, corporate and foundation giving, planned giving, and special events.
- ❖ NFFF currently raises \$5M and aspires to increase to \$10M over the next five years.
- ❖ Identify and cultivate large corporate opportunities.
- ❖ Strengthen the Individual Major Gift pipeline and execute strategies that attract new donors at the five, six, and seven-figure level.
- ❖ Implement a data approach to fundraising: Oversee and analyze fundraising data to evaluate performance, track donor engagement and retention rates, analyze revenue streams, and make data-driven decisions to achieve fundraising goals.
- ❖ Determine the viability and ROI of a national direct response program to deepen the pipeline and set the stage for long-term individual prospect moves management.
- ❖ Execute high-level donor communications, including crafting compelling messages, establishing donor recognition programs, and designing targeted appeals to drive significant gifts.

### **Lead with a Growth Mindset**

- ❖ Develop a multi-faceted, five-year fundraising plan that mirrors the programmatic objectives of the NFFF’s 2024-2028 Strategic Plan and builds off the 2024 Impact Report.
- ❖ Support the grant research and writing processes for NFFF, coordinating efforts among internal staff and external contractors to develop competitive grant proposals with private foundations.
- ❖ Create and deliver funding data reports and presentations to the board of directors.
- ❖ Lead a team of fundraising professionals by providing guidance, expertise, and accountability.



## THE CANDIDATE

The ideal candidate is a dynamic and results-oriented fundraising leader deeply committed to the NFFF's mission. They possess a proven track record of establishing and exceeding ambitious fundraising targets through strategic and innovative approaches. This seasoned fundraiser will excel at cultivating meaningful and enduring relationships with donors, prioritizing their engagement and ensuring they feel valued and connected to the organization's impact.

### Experience and Qualifications

- ❖ A leader who embraces NFFF's opportunities and thrives on building relationships and securing major gifts.
- ❖ Track record of successfully closing five and six-figure gifts from individuals and/or corporations.
- ❖ The ability to think strategically and implement quickly while not sacrificing quality or attention to detail.
- ❖ Demonstrated success leading or being part of a dynamic development team that showcased data-driven processes, accountability, and reporting.
- ❖ A high level of leadership and management expertise.
- ❖ Strong commitment to excellence and an understanding of the difference between urgent and important.
- ❖ Comfort around wealth and key decision makers.
- ❖ Experience with fundraising software and donor databases.
- ❖ Strong public speaking and presentation skills.
- ❖ Bachelor's degree required.
- ❖ In-depth understanding of fire service or first responder operations is a plus, but not required.
- ❖ Must possess a valid, state-issued driver's license and clear a Federal-level criminal background check.

### Measures of Success

- ❖ **Fundraising:** Establishes ambitious and achievable annual fundraising targets, striving to exceed specific campaign objectives that align with the NFFF mission.
- ❖ **Donor Engagement:** Cultivate meaningful connections with donors to enhance retention rates by implementing innovative engagement strategies that nurture relationships and actively expand the donor base, making each supporter feel valued and appreciated.
- ❖ **Team Performance:** Lead and develop a high-performing development team by providing strong leadership, ongoing training, and support, enhancing productivity through collaboration, clear communication, and setting measurable performance indicators.
- ❖ **Strategic Alignment:** Ensures all fundraising initiatives are seamlessly aligned with the organization's core mission and values, advancing the NFFF strategic plan to reinforce the commitment to the purpose and enhance credibility in the community.
- ❖ **Fundraising Data:** Leverages comprehensive fundraising data and analytics to inform strategic decisions, consistently reviewing performance metrics to refine fundraising approaches and allocate resources for maximum impact.



**To learn more and to submit an application, please visit:**  
**<https://driwaterstonehc.com/position/cdo-nfff>**

**Compensation: \$150,000-\$175,000 base salary with bonus potential.**

**Location: Crofton, MD (preference) and Emmitsburg, MD**

Hybrid position (2-3 days a week in office). Offices in both Crofton and Emmitsburg, Maryland. Crofton is a town in Anne Arundel County, approximately 30 miles east of Washington, DC. Emmitsburg is a town in Frederick County, approximately 10 miles south of Gettysburg, PA, and 70 miles north of Washington, DC.

**Equal Opportunity Employer:**

The National Fallen Firefighters Foundation (NFFF) is an Equal Opportunity/Equal Access/Affirmative Action employer. The NFFF seeks excellence through diversity among its administrators, staff, and consultants. The NFFF prohibits discrimination based on race, color, religion, sex, age, national origin, sexual orientation, gender identity or expression, disability, veteran status, or marital status. Application by members of all underrepresented groups is encouraged.

**About DRiWaterstone**

DRiWaterstone is a women-founded and led executive search firm recognized by Forbes magazine as one of the leading executive recruiting firms in the U.S. With a focus on purpose and mission-driven organizations, we provide executive search and strategic consulting services to help regional, national, and international clients grow, thrive, and excel.