



Director of Development,
Remote – Washington, D.C. Area, preferred



Overview

The **Association of Schools and Colleges of Optometry (ASCO)** is the academic leadership organization committed to advancing optometric education and research to enhance the health and well-being of the public. Since 1941, ASCO has pursued this mission by representing the interests of institutions of optometric education and by enhancing the efforts of these institutions as they prepare highly qualified graduates for entrance into the profession of optometry in order to best serve the public's eye and vision needs. ASCO proudly represents all accredited schools and colleges of optometry in the United States. ASCO also has Associate and Affiliate members and organizations. Currently, there are two Provisional Member Schools.

Mission: The Association of Schools and Colleges of Optometry (ASCO) advances optometric education and research to enhance the health and well-being of the public. The Association of Schools and Colleges of Optometry (ASCO) accomplishes this mission through collaboration with educators, administrators, residents, students, industry, government, healthcare organizations, and other stakeholders through its education, research, advocacy and development activities, to nurture robust, forward-thinking, and evidence-based optometric education and research.

Vision: The public benefits from enhanced eye and vision health through excellence in optometric education and research. The Association of Schools and Colleges of Optometry (ASCO) serves as a catalyst for the advancement of optometry. ASCO member schools and colleges provide the best education, conduct the most innovative research, and attract and graduate the highest quality professionals who reflect the diversity of the populations we serve. Our graduates go on to serve as doctors of optometry, researchers, educators, collaborators, and leaders in the health care community.

Value Statements

- ❖ We are accountable to the public, patients, students, the profession of optometry and ourselves.
- ❖ We respect the worth and dignity of individuals within the context of diverse ideas and life experiences of our members and those whom we serve.
- ❖ We are committed to personal and collective integrity and strive to maintain trust of the public, patients, students and ourselves through excellence, transparency and responsible stewardship of resources that are entrusted to us.
- ❖ We are committed to a philosophy of continuous improvement relative to the art and science of optometric education.



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The Opportunity

The **Director of Development** is a senior leadership opportunity for a fundraiser eager to partner with an engaged CEO who truly enjoys fundraising and actively supports donor and sponsor relationships. This role leads ASCO's development strategy with a strong emphasis on expanding and deepening partnerships with leading companies to drive larger, more strategic sponsorships. At a moment of organizational momentum, the Director will leverage strengthened branding and refreshed collateral, the implementation of a new CRM system to streamline operations, and a rapidly evolving industry landscape shaped by new technologies and emerging companies to modernize and scale fundraising efforts. Working closely with senior leadership and volunteers, the Director will help secure significant support for advocacy, applicant pipeline development, leadership and career development, collaboration, and long-term sustainability. The duties and responsibilities are:

Fundraising:

- ❖ The Director of Development leads the strategy and execution of ASCO's fundraising efforts, overseeing the identification, cultivation, solicitation, and stewardship of corporate sponsors and prospective donors. Partnering closely with the Board, CEO, staff, and volunteers, this role implements ASCO's fundraising plan, conducts prospect research, and leverages relationships to secure meaningful contributions and sponsorships.
 - Leads and evaluates ASCO's core development campaigns, including corporate contributions, program and meeting sponsorships, the Optometry Gives Me Life campaign (OGML), advertising, and the Partnership Endowment.
 - Develops and manages strategies to grow the donor, sponsor, grantor, and advertiser base; increase average gift and sponsorship size; and drive year-over-year fundraising growth.
 - Researches corporate and foundation funding opportunities and prepares proposals, cases for support, presentations, and collateral to attract and retain donors, sponsors, and grantors.
 - Conducts fundraising solicitations by leveraging relationships held by the Board, CEO, staff, and volunteers, and oversees a coordinated stewardship approach across the organization.
 - Oversees reporting, tracking, and acknowledgment systems to monitor progress toward fundraising goals, ensure accurate data entry, and maintain donor and sponsor records.
 - Designs and manages donor and sponsor recognition programs, ensuring consistent acknowledgment and fulfillment of sponsorship benefits.
- ❖ Participates in conferences, expositions, and events hosted by other organizations where current and prospective donors, sponsors, advertisers, and grantors are likely to attend.



The Opportunity (cont'd.)

Volunteer & Program Management:

- ❖ Designs and delivers Corporate Contributor Program benefits, including board presentations, virtual and in-person events, Town Hall meetings, data reporting, and advertising and recognition opportunities.
- ❖ Plans and executes donor recognition events, including the OGML Donor Reception and the annual Corporate Contributor Breakfast.
- ❖ Collaborates with internal partners to integrate Corporate Contributor sponsorships and recognition into major events and programs, including the Annual Meeting.
- ❖ Serves as staff liaison to assigned committees, special interest groups, and task forces, supporting planning, execution, volunteer engagement, and ongoing communications.
- ❖ Acts as an internal fundraising resource across ASCO programs and volunteer groups, coordinating and supporting volunteer-led fundraising efforts.
- ❖ Partners with the Finance Director to oversee contributions to the Partnership Endowment and manage grantmaking and distribution processes.
- ❖ Works with Communications and Business Operations leadership to promote and manage advertising opportunities across ASCO publications, digital platforms, and the online Career Center.

Communications:

- ❖ Works with the Communications Director to maintain updated donor/sponsor/advertiser information and recognition on ASCO's web page, and in ASCO's newsletter, journal, Annual Report, press releases, social media outlets, and all other communications vehicles.
- ❖ Works with the Communications Director and the Fundraising Advisory Committee to develop and distribute appropriate communications surrounding development activities, including press releases, newsletter stories, updates in ASCO's Annual Report, and other literature.
- ❖ Collaborates with volunteers and other ASCO staff to maximize recognition/visibility for contributions to and sponsorships of ASCO at events and programs hosted by ASCO or other organizations, where appropriate.
- ❖ Works with ASCO staff and volunteers to develop ways to measure and communicate the impact of donors' and sponsors' investment in the association.



The Opportunity (cont'd.)

Financial Management:

- ❖ Partners with ASCO's accounting and finance director to ensure smooth, donor-friendly processing of gifts, sponsorships, and invoices, with clear documentation and appropriate use of funds.
- ❖ Collaborates with staff and volunteers across the organization to advance fundraising priorities, increase visibility of ASCO's programs, and contribute to annual and long-term strategic planning.
- ❖ Works with the CEO and Finance Director to align fundraising goals with the annual budget and organizational priorities.
- ❖ Manages the operating budget for fundraising activities, ensuring resources are effectively allocated to support growth, donor engagement, and campaign success.
- ❖ Maintains working knowledge of financial structures that support fundraising efforts and recommends improvements to enhance efficiency and transparency.
- ❖ Coordinates with finance leadership to ensure fundraising activities meet regulatory requirements across jurisdictions.

Administrative and Other Duties/Responsibilities:

- ❖ Prepares and delivers timely activity reports for the Board, advisory committees, and other stakeholders as needed.
- ❖ Maintains accurate timesheets to track project and program allocations.
- ❖ Assists in developing, implementing, and documenting policies and procedures to meet internal and external needs.
- ❖ Promotes a positive work environment and collaborates with staff to achieve annual work plan and budget goals.
- ❖ Monitors economic, societal, and community trends relevant to ASCO and optometric education, keeping staff and board informed of impacts.
- ❖ Tracks trends in philanthropy, economics, politics, and society through professional fundraising associations.
- ❖ Participates in management team operations and planning; performs other duties as assigned.



The Candidate

Desired Skills:

- ❖ Director-level experience and demonstrated track record of success in fundraising, especially corporate giving and grant writing, program management, budgeting, and volunteer management.
- ❖ Experience working in a fundraising capacity with volunteers in a membership association preferred. Ability to work both independently and collaboratively as a member of a team composed of other staff members and/or volunteers.
- ❖ Ethical approach to fundraising activities and well-developed knowledge of ethical issues surrounding fundraising. High level of credibility and integrity.
- ❖ Knowledge of IRS regulations relative to fundraising, gift acceptance and acknowledgement, fundraising accounting principles and grants.
- ❖ Strong, demonstrated skills in verbal and written communications, interpersonal relationship building, public speaking, and negotiation.
- ❖ Proven ability to work and relate to individuals working in the C-Suite and marketing departments in corporations, academia, and other non-profits. Experience working with college presidents, deans, administrators, faculty, and health care practitioners a plus.
- ❖ Strong organizational planning and analytical abilities.
- ❖ Comfortable working in a small office environment; hands-on work style and approach.
- ❖ Strong time management skills to administer and meet multiple competing priorities, deadlines, and tasks.
- ❖ Experience preparing timely, accurate, and comprehensive written reports and giving presentations.
- ❖ Strong command of Microsoft Office computer software programs, donor management systems, and ability to efficiently and effectively manage fundraising operations. Enjoys adopting and learning new technologies.
- ❖ Self-starter, proactive, and persistent; assumes initiative and is flexible and resourceful.
- ❖ Positive, cheerful, and intellectually curious.
- ❖ Able to travel and to work some evenings and weekends.
- ❖ Valid driver's license.

Education and Experience:

- ❖ Minimum of five years of experience in fund development and management, industry relations, relationship building, or a related field with a professional or trade association, not-for-profit foundation, higher education institution, other not-for-profit organization, or similar entity.
- ❖ Bachelor's Degree in a relevant field.
- ❖ An advanced degree in philanthropy or non-profit management is a plus.
- ❖ CFRE, ACFRE, or FAHP certification preferred.



To learn more and to apply, please visit:

<https://driwaterstonehc.com/position/director-of-development-asco/>

Compensation: \$140,000 - \$160,000 annually

Location: Remote – Washington, D.C. area preferred.

DEI Statement:

Diversity is a core value at ASCO. We are passionate about building and sustaining an inclusive and equitable working and learning environment for all deans/presidents, faculty, administrators, residents, students, and ASCO staff members. We believe every member on our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design, and deliver solutions.

About DRiWaterstone:

DRiWaterstone is a women-founded 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.