

# Reading Is Fundamental

until every child reads



## Senior Vice President of Development Hybrid\*

\*Office is located in Washington DC. Two days a week remote.

# About Reading is Fundamental

## Committed to Addressing the Alarming Literary Crisis in America

Reading is Fundamental (RIF) is a renowned non-profit organization committed to promoting literacy and fostering a love for reading among children and families across the United States. For over 50 years, RIF has been providing free books, literacy resources, and innovative programs to children from low-income communities, empowering them to become lifelong readers and learners. RIF's mission is to ensure that every child has access to high-quality books and the opportunity to develop critical literacy skills, laying the foundation for a successful future.



Learn more about Reading is Fundamental by clicking here: <https://youtu.be/TLSwviwKzv8>

Since 1966



**163**  
million  
children  
reached



**50**  
States +  
DC & U.S.  
territories  
served



**425**  
million  
books  
distributed



**22,000**  
Communities  
supported



**1 million+**  
volunteers  
teachers,  
advocates



## The Impact of Reading is Fundamental (RIF)

### Actively Promoting and Encouraging Literacy Among Children

**Books for Ownership:** Books for Ownership, RIF’s flagship reading program, enables children to select new, age-appropriate books to take home and own and is supported by resources for parents, educators, and local literacy advocates to create a continuous focus on reading.

**Read for Success:** Read for Success is a kindergarten – 3rd-grade supplemental reading program designed to improve reading proficiency and encourage a passion for reading.

**Skybrary:** Skybrary is RIF’s interactive, digital library for educators, children, and families, with hundreds of children’s books and video field trips to engage young readers and encourage a passion for reading. Skybrary inspires children to engage with stories through child-friendly navigation and themed collections of eBooks with optional read-to-me narration and interactive animation.

**Literacy Central:** Literacy Central is an online destination for teachers, parents, and literacy volunteers to get thousands of free digital resources tied directly to the books children love and teachers turn to every day.

**Literacy Central App:** The RIF Literacy App is a free resource for iPhones and iPads that allows users to scan an ISBN bar code of a specific book and launch the Literacy Central webpage dedicated to activities, games, and helpful tips specific to the book.

**Discover more in-depth information about each of the programs here: <https://www.rif.org/how-we-help>**

# The Opportunity

RIF is seeking a dynamic and visionary **Senior Vice President of Development** to lead its fundraising efforts and drive the organization's philanthropic growth. The Senior Vice President of Development will play a pivotal role in securing financial support, cultivating donor relationships, and strategizing comprehensive fundraising initiatives to sustain and expand RIF's vital programs and impact.

## Responsibilities include:

**Fundraising Strategy Development:** Collaborate with the executive team to create and implement a robust and innovative fundraising strategy that aligns with RIF's mission and long-term objectives. Devise comprehensive plans to identify new funding opportunities, expand donor engagement, and diversify revenue streams.

**Major Gift Solicitation:** Lead major gift initiatives, personally engaging in direct solicitation of major donors. Cultivate strong relationships with individual philanthropists, corporations, foundations, and other potential benefactors.

**Donor Cultivation and Stewardship:** Nurture and maintain relationships with current and prospective donors, ensuring a high level of donor engagement and personalized stewardship. Understand donors' interests, values, and motivations to tailor fundraising approaches effectively.

**Portfolio Management:** Provide oversight and management of existing, robust funder partnership portfolio, leading a team of highly-skilled account managers responsible for both small family foundation and traditional corporate grants, employee volunteer engagements, and cause marketing.

**Grant Management:** Oversee the development and submission of grant proposals, working closely with staff to articulate RIF's impact and funding needs compellingly. Ensure accurate and timely reporting on grant-funded projects.

**Development Team Leadership:** Provide visionary leadership and guidance to the development team, fostering a collaborative and results-driven culture to continue to scale up RIF's work in local communities across the country. Set ambitious fundraising targets and monitor progress toward achieving them.

**Fundraising Events:** Conceptualize, plan, and execute fundraising events and campaigns to raise awareness and financial support for RIF's mission.

**Partnerships and Collaborations:** Identify and explore potential partnerships with corporations, foundations, and other non-profit organizations to advance RIF's mission and extend its reach.



## The Candidate

### Qualifications and Skills:

- ❖ Bachelor's degree required. Master's degree is a plus.
- ❖ Proven track record of at least 15 years in non-profit development experience including at least five years in a leadership capacity overseeing cross-channel integration.
- ❖ Deep corporate partnership experiences – both securing new and growing current robust portfolios.
- ❖ Comfort with achieving/exceeding eight-figure annual new revenue goals.
- ❖ Collaborative problem solver that looks for win/win solutions for internal and external stakeholders.
- ❖ Passionate about literacy and education, with a strong understanding of the importance of early childhood reading.
- ❖ Experience running a successful capital campaign and/or serving as a key external relationship builder and solicitor for HNWIs and family foundations is preferred.
- ❖ Excellent interpersonal, communication, and negotiation skills, with the ability to engage donors and stakeholders effectively.
- ❖ Strong communication skills with the ability to effectively relay RIF's mission.
- ❖ Demonstrated leadership abilities and experience managing and motivating teams to achieve fundraising goals.
- ❖ Strategic and innovative thinking capabilities.
- ❖ Familiarity with donor management software, CRM systems, and fundraising analytics tools.
- ❖ Flexibility for travel and attendance at evening and weekend events, as required.



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Applications should be submitted at  
<https://driwaterstonehc.com/position/senior-vice-president-of-development-reading-is-fundamental>

All first-round interviews for this position will take place via video conference with DRiWaterstone Human Capital.

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.

**Compensation:**

Salary: \$175-225K per year. The salary listed is one component of the total compensation package for employees.

***Equal-opportunity employer:***

Reading is Fundamental provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and professional development.