

Director of Development

New York



Moving the World



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Making the World Safer for Animals



Animals don't have a voice; they suffer needless cruelty on an unimaginable scale each year. World Animal Protection envisions a world in which this statement is no longer true and all animals have the opportunity to live a good life. Originally founded in 1950 as the World Federation for the Protection of Animals, World Animal Protection recently launched a rebranding under which it is deliberately expanding its international alliances and impact.



World Animal Protection works by bringing together unlikely allies, including individuals concerned about animal welfare, corporate members of the animal industry, and governments. Through these alliances, it takes transformative ideas, turns them into accepted norms, and finds ways to sustainably embed those norms in day-to-day practices. World Animal Protection does this work on a vast scale, with active local partners in more than 50 countries.



This approach has achieved notable results across a range of programs, including *Animals in Communities*, *Animals in Disaster*, *Animals in Farming*, and *Global Animal Welfare*. Some of World Animal Protection's specific worldwide efforts include a partnership with the Palestine Wildlife Society to create better conditions for work animals; a challenge to KFC to commit to buying only slower-growing birds in order to improve the lives of billions of chickens; and a campaign for the U.N. and other government bodies to recognize animal sentience as a fact with significant impact for human-animal interactions.



World Animal Protection has a highly engaged and forward-thinking leadership team. The U.S. arm of the organization is based in New York, where staff have worked specifically on campaigns to end elephant rides and shows, to introduce non-lethal methods to control dog populations, and to support initiatives to make the North American region's oceans safer.



610,000

We saved nearly **610,000** disaster-stricken animals in 16 countries.

250,000

We motivated more than **250,000** people to sign up to our Wildlife Selfie Code and protect wild animals from being used as photo props.



Alesia Soltanpanah, Executive Director



Alesia Soltanpanah is Executive Director of the U.S. office of World Animal Protection. Alesia has over 20 years of executive leadership experience at a variety of international and domestic nonprofits, including multiple animal welfare organizations. She most recently was Executive Director of VIBS on Long Island, where she created new programs on domestic violence, human trafficking, and pet therapy and more than doubled clients served. She previously served as VP of Development and Marketing Communications at Bideawee, the first animal rescue organization in New York City, and as VP of Development and Communications at the North Shore Animal League America.

The Development Program

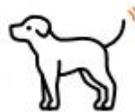
The development team at World Animal Protection is critical to the organization’s success. It currently generates approximately \$4M in revenue from multiple giving channels, including \$2M in planned gifts and another \$2M in combined small-dollar individual giving and partnership support. As World Animal Protection continues to expand its programmatic vision, it seeks to increase the visibility of its new brand among existing and prospective donors and supporters, with the goals of significantly expanding the number of active donors, gradually increasing total revenue to \$10M, and ultimately building a sustainable major donor pipeline. With nearly 30,000 donors in the U.S., there is considerable opportunity to achieve these goals.

The Director of Development will spearhead growth in collaboration with a talented five-person team, including a Database Manager based in Boston and an Individual Giving Manager, Retention Specialist, Major Gifts Officer, and Development Associate located in the NY office.



80,000

We vaccinated nearly **80,000** dogs against rabies in Makeni county, Kenya.



50,000

We delivered life-saving food, water and veterinary care to **50,000** animals whose lives were turned upside down by Hurricane Irma.



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250,000

We celebrated the commitment of Belagro, Thailand's biggest pork producer to give **250,000** mother pigs cage-free lives by 2027.



321 million

We gave **321 million** animals better lives.



The Opportunity

World Animal Protection U.S. seeks a Director of Development to build and lead a comprehensive fundraising program that includes annual, major, and planned gifts, foundation giving, and special events. Reporting to the Executive Director of the U.S. office and coordinating with the Global Fundraising team, the Director of Development will design and oversee the implementation of strategies to expand the organization's donor base, deepen connections, and gradually increase revenue. The Director of Development is a member of the senior leadership team with strategic input into the long-term growth of World Animal Protection.

Fundraising Program Leadership

- ❖ Develop and lead a fundraising strategy aligned with the overall public messaging for World Animal Protection—including the core themes of Mission, Movement, & Transformation—with the goal of increasing revenue across all giving channels.
- ❖ Oversee the expansion of direct marketing initiatives that include direct mail, DRTV, and web/social media giving, ensuring effective donor acquisition efforts and integrating small-dollar outreach into a comprehensive individual giving program.
- ❖ Design and implement a moves management process that is designed to retain existing donors, upgrade mid-level donors, and re-engage lapsed donors.

- ❖ Develop and manage a major donor portfolio of individuals and foundations.
- ❖ Manage and mentor all fundraising staff, including individual giving and database management specialists.
- ❖ Direct market research in the U.S. to test new donor messages and develop the case for support for each of the organization's issue campaigns.
- ❖ Take responsibility for the effective management of the development department budget, in accordance with established procedures and local regulations.
- ❖ Partner with the international office to coordinate fundraising activities as needed.

Organizational Leadership

- ❖ Actively participate in building and maintaining the integrity of the World Animal Protection brand to support the organization's profile, lead generation, income, and engagement.
- ❖ Help ensure the organization manages resources efficiently and effectively by improving systems, reporting, and compliance.
- ❖ Contribute to a culture of learning and create a positive working environment for staff.



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The Candidate

The ideal Director of Development will be an ambitious, creative, and strategic fundraising leader who is enthusiastic about building programs and sophisticated in building a high-functioning and multi-channel donor pipeline. This person will be able to earn the respect of a talented development team and staff and to inspire elevated levels of thinking and performance.

Background

- ❖ 8-10 years of proven successful experience in diverse development programs; experience in an advocacy organization is preferred.
- ❖ At least 5 years in a supervisory role.
- ❖ Bachelor's degree is required.

Skills and Accomplishments

- ❖ Demonstrated ability to design, lead, and manage the ambitious growth of an integrated development program that advances an organization's mission and financial goals.
- ❖ Knowledge of the principles of individual donor acquisition at all levels, from small-dollar mass market outreach to major donor pipeline development.
- ❖ Record of personally securing major gifts from individuals and foundations.
- ❖ Some experience with message development and prospect targeting within a direct marketing program.

- ❖ Excellent communication skills in all registers, including writing skills necessary to develop persuasive fundraising collateral.

Leadership Style

- ❖ Record of leading effective program analysis, problem-solving, and development of long-term strategic plans.
- ❖ Proven staff management skills, with a commitment to encouraging and rewarding creative thinking and teamwork.
- ❖ Organized and efficient work style and comfort producing results in a fast-paced environment.
- ❖ Strong proficiency in Microsoft Office and knowledge of donor databases; experience with Raiser's Edge and Marketo is useful.

Personal Characteristics

- ❖ Love for animals and ability to talk compellingly about animal welfare with donors.
- ❖ Knowledge of and ability to discuss international affairs; sensitivity and adaptability to other cultures.
- ❖ Ability to travel both domestically and internationally.
- ❖ Strong work ethic and commitment to confidentiality.



192 

We worked with 192 travel operators to make sure they stop offering elephant rides.

12

We welcomed 12 governments to our Global Ghost Gear Initiative that's dedicated to protecting marine animals from entanglement, injury and death in abandoned, lost and discarded fishing gear.





Questions, résumés, and CVs should be sent
to search@driconsulting.com

All first round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi 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.

World Animal Protection is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.



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