

# HEARTLAND ALLIANCE

Director of Major Gifts  
Heartland Alliance  
Chicago, IL  
[heartlandalliance.org](http://heartlandalliance.org)

*Send Nominations or Cover Letter and Resume to:*

Terri Rutter  
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## ***The Opportunity:***

Heartland Alliance seeks an experienced and mission-driven professional to join a dynamic and cross-functional team charged with increasing awareness of and diversifying revenue for Heartland Alliance — a Chicago-based, global anti-poverty and human rights organization.

The Heartland Alliance reaches out to some of the most vulnerable people in our society and gives them the tools and support to live safe and fulfilled lives. If you are driven to help and empower those who need it most, this is an ideal opportunity for you.



## Overview

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Heartland Alliance works to advance human rights and champion human dignity by providing services and promoting solutions to achieve a more just global society. Society benefits when all people can participate, prosper, and reach their full potential. Heartland Alliance will not give up until everyone is able to exit poverty, heal from trauma, and achieve stability.

The Alliance is comprised of five entities: [Heartland Alliance](#), [Heartland Alliance Health](#), [Heartland Alliance International](#), [Heartland Housing](#), and [Heartland Human Care Services](#). With a shared mission, the Alliance provides a continuum of programs that address the root causes of poverty, generate social change, and inspire people to build better lives not only for themselves but for their communities.

The approach is multifaceted, intentional, and intersects through three focus areas: health and healing, safety and justice, and economic opportunity.

### *Health and Healing*

Heartland Alliance approaches [health and healing](#) holistically. The Alliance knows that factors such as income, education level, physical environments, and social supports are deeply connected to a person's health. When the Alliance focuses on vulnerable populations, it knows that these factors often negatively influence a person's health, making health and healing incredibly challenging. When participants don't have a safe home, stable income, or supportive environment, it can be impossible for their mental and physical health to improve. But the goal is not just to meet basic needs. Heartland Alliance wants to provide more than a roof over someone's head, more than a single doctor's visit. The core health and housing [services](#) are deeply integrated, so that it can wholly address a participant's needs.



### *Safety and Justice*

Heartland Alliance's linchpin is [human rights](#), and the mission to champion human rights imbues all of the work. Violence plagues communities, nationally and internationally, and the Alliance has developed a multifaceted approach to responding to this violence. For those who have experienced violence or infringements on their human rights, such as refugees, asylum seekers, and survivors of torture and trafficking, Heartland Alliance ensures human rights protections and access to justice. Heartland Alliance offers a deep continuum of specialized resettlement [services](#), including healthcare, mental health, education, employment, and legal services, to people who have experienced violence internationally, so they may heal from past trauma, improve their health, and rebuild their lives in the United States. Heartland

Alliance is also committed to addressing the endemic violence plaguing communities in Chicago and to helping those impacted heal from the associated trauma.

## ***Economic Opportunity***

Heartland Alliance provides people with opportunities to gain the skills needed to move out of poverty and away from financial instability. Through job training and educational opportunities, they prepare participants for employment. Through asset building and financial education [programs](#), individuals and families are provided with the tools needed to ensure adequate income for long-term stability. Heartland Alliance addresses barriers to employability through policy work and in communities to encourage hiring practices that seek to retain individuals with diverse backgrounds and employability challenges.

Ensuring that everyone has the ability and support to provide for themselves and their families financially is crucial to a successful society. [Economic opportunity](#) sets people on a path toward achieving stability and in turn, provides the space for them to improve or maintain their health and begin to heal from trauma.

## ***READI Chicago***

[READI Chicago](#) is driven to: decrease shootings and homicides among those at highest risk of gun violence; create new opportunities for these same individuals to change their life trajectory and decrease their involvement with the criminal justice system; and help build an infrastructure at the community level to promote long-term safety and opportunity in Chicago's most impoverished communities.



READI Chicago is informed by evidence that combining cognitive behavioral therapy (CBT) with paid transitional jobs can help reduce violence. CBT helps create space between impulse and action by helping people slow down their thinking and work on their responses to stressful situations.

Decades of disinvestment in communities of color have contributed to poverty, poor-quality schools, a lack of businesses, unstable housing, and high rates of violence. On top of that, there is an abundance of trauma, both generational and firsthand, in communities experiencing gun violence—being born into the wrong zip code can literally change your life forever.

Heartland Alliance launched READI Chicago because it believes that helping people heal from trauma and develop skills that create pathways to safety and opportunity has the potential to save lives now, and to create greater opportunity and safety over the long-term.

Investment in communities and local organizations is built into READI. The program is administered by Heartland Alliance and delivered through six community-based organizations, in order to leverage pre-

existing community ties and relationships while building local capacity. At the same time, the [University of Chicago Crime and Poverty labs](#) are rigorously evaluating READI to assess its effectiveness and impact on participants' violence involvement.

## The Role

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The Director of Major Gifts is a senior-level fundraising professional for the organization and is responsible for designing and implementing a comprehensive, donor-centric plan for growing major and planned gifts. Key to success is the ability to understand and articulate the organization's mission and services in the context of contemporary social and economic issues of the day.

This driven self-starter will be proactive, motivated, collaborative, and detail oriented. The Director of Major Gifts will work closely with the senior management team and Heartland Alliance leaders to identify the organization's top philanthropic partners and prospects. This individual will also be responsible for creating individual cultivation, solicitation, and stewardship strategies for all prospective major donors. The Director of Major Gifts will have the opportunity to build and mentor a team to drive major donor engagement and investment.

### *Essential Duties and Responsibilities:*

- Use donor and research analysis to develop annual and long-term strategies for major individual donor and prospects.
- Solicit and steward gifts to yield results, leveraging connections through board members, volunteers, staff, and others committed to the organization's multi-year vision.
- Persuasively communicate the return-on-investment to major donors in terms of social, economic, and policy impacts.
- Identify, lead, support, and develop high-functioning team members through accessibility, accountability, and communication.
- Conduct training for board, staff, and others, as needed.
- Work closely with senior staff, board members, and other volunteer professionals to effectively manage donor relationships, understand funding priorities, and articulate effectively to donors and prospects.
- Effectively use a moves management process and contribute to the efficient and effective tracking of donor information and financial results.
- Spearhead the development and integration of planned giving into the major gifts program.

### *Requirements:*

- **Education and/or Experience:** Bachelor's degree in relevant field; Master's degree preferred. At least eight years of experience with demonstrated success in relationship management fundraising. Must be able to meet the donor where they are, and tailor strategies to their interests. Must be adept at soliciting major, stretch, and planned gifts from prospective and current donors, and at developing

relationships with prospects new to the organization. Must be able to serve as a unifying force and to position fundraising discussions at both the strategic and tactical levels.

- **Reasoning Ability:** Knowledge and awareness of social issues in the United States and developing countries that are addressed by the organization's diversified portfolio of programs and services. Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to communicate complex information succinctly in the most effective format for the donor (visual, auditory, electronic, etc.).
- **Problem Solving:** Ability to think on one's feet, identify and resolve problems in a timely manner, gather and analyze information skillfully, and develop alternative solutions. Must work well in group problem-solving situations and use reason even when dealing with emotional topics.
- **Communication Skills:** Must be highly competent in communicating organization's core values, long-term vision, and key messages to new and existing audiences. Excellent oral and written communication skills a necessity. Demonstrated competence in public speaking and group presentations. This includes exemplary ability to speak clearly and persuasively in positive or negative situations and listen for and gets clarification. Must be current in and articulate about social, political, and economic issues.
- **Leadership:** Must possess excellent leadership skills, exhibit confidence in self and others, and inspire and motivate others to perform well. Ability to effectively influence actions and opinions of others, accept feedback and give appropriate recognition to others. Exhibit sound and accurate judgment. Make timely decisions, and meet deadlines.
- **Professionalism:** Superlative professional skills are required to represent the organization's brand identity and reputation. Ability to listen and understand the needs and opinions of donors is key to success. Must have the ability to approach others in a tactful manner, react well under pressure, and treats others with respect and consideration. Must accept responsibility for their own actions, and follow through on commitments to donors, volunteers, and colleagues.
- **Other Qualifications:**
  - Poise and skill in relating to donors and prospects.
  - Strong knowledge of the Chicago-area philanthropic landscape, and the willingness to stay informed of current trends in philanthropy.
  - Ability to establish substantive relationships and produce compelling, highly professional, and effective communication tools tailored to donor interests.
  - Solid understanding of fundraising principles, including moves management and brand management.
  - Genuine curiosity about and interest in social issues relative to organization's mission, including safety, security and the elimination of poverty for those most threatened by trauma in the United States and in developing nations around the world.
  - Strong process orientation.
  - Ability to work collaboratively with various constituent groups.

*Heartland Alliance makes all hiring and employment decisions without regard to race, creed, color, age, gender, gender identity, marital or parental status, religion, ancestry, national origin, physical or mental disability, sexual orientation, sexual identity, immigrant status, political affiliation or belief, ex-offender status (depending on the offense and position to be filled), unfavorable military discharge, membership in an*

organization whose primary purpose is the protection of civil rights or improvement of living conditions and human relations, height, weight, or HIV infection, in accord with the Organization's AIDS Policy Statement of September, 1987. Individuals with disabilities requiring accommodation should contact the Employee Services Office at (312) 660-1431.

## Leadership

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**Barbara Hoffman**  
***Chief External Affairs Officer***

Barbara Hoffman, Chief External Affairs Officer, oversees the Development, Engagement, Communications, and Marketing team (DECM) and provides strategic leadership and oversight across the Alliance's approach to fundraising, positioning, stakeholder relationships, and reputation management. As a member of the Alliance Leadership Team, partners with leaders across the organization to inform and make decisions about how to advance the mission, ensure accountability for results, and promote a values-aligned culture.



**Meghan Jorgensen**  
***Senior Director of Development***

Meghan Jorgensen, Senior Director of Development, oversees all Development activities of DECM, including strategy, systems, entity fundraising support, and the organization's moves management system supported by the Development team. Activities include donor recruitment and retention in accordance with the moves management system and the donor continuum, signature events and other entry points for new donors to the organization, financial reporting consistent with the Financial Accountability Services team, and strategic support from corporations, foundations, and organizations.

## ***Background Checks:***

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, please contact**

**Terri Rutter, Senior Consultant**

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**or**

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**All inquiries will be held in confidence.**