



Position Description: Director of Development

Pajama Program is committed to maintaining a culturally diverse team and strongly encourages qualified candidates from all backgrounds to apply.

Background and Position Overview

Pajama Program is a national 501(c)(3) nonprofit organization that promotes and supports a comforting bedtime routine and healthy sleep for children to help them thrive. Since 2001, Pajama Program has delivered over 7 million good nights for good days to children facing adversity by providing new pajamas, storybooks, and resources for caregivers. In 2020, Pajama Program enhanced its services by assuming the programs and staff of Sweet Dreamzzz, Inc., a nonprofit widely recognized for its evidence-based sleep health education. Pajama Program offers bedtime resources and sleep education nationwide, as well as through local programs in New York City, Atlanta, and metro-Detroit. To achieve its mission, Pajama Program relies on a national network of volunteers, generous donors, and partnerships with 4,000 community-based organizations across the United States, including Puerto Rico.

The Director of Development is responsible for creating, planning, implementing, and managing all fundraising programs to maximize philanthropic income for Pajama Program. We seek a strategic leader with a strong track record in fundraising to partner with the Executive Director and Board of Directors to build relationships with stakeholders that will grow our revenue. The Director of Development will manage a full-time development manager and work closely with the Director of Marketing and Communications. The ideal candidate is a creative, flexible, and disciplined fundraiser; is savvy about working with boards and donors; and has a proven record of meeting ambitious fundraising goals.

This position reports to the Executive Director and is based in New York City.

Essential Functions & Responsibilities

- Refine, continuously improve, and execute a short-, medium-, and long-term strategic fundraising plan, including agreed-upon milestones, in partnership with Executive Director and Board of Directors.
- Identify, research, engage, and solicit new donors, including corporate and foundation funding partners, individuals, and major gift prospects; work with staff, board members, and selected individuals to ensure coordinated and effective solicitation; prepare written donor proposals; provide information to the Executive Director needed to pitch to prospective donors.
- Work with the Executive Director to develop and maintain long-term relationships with major philanthropies and high-net-worth donors in the New York region and across the country.
- Design, lead, and execute annual campaigns such as the year-end appeal, lapsed donor appeal, peer-to-peer, and influencer campaigns.
- Work with staff, board members, and selected individuals to plan the annual gala fundraiser and other events by soliciting sponsors and attendees; developing event materials; and soliciting auction and raffle items. Attendance at select special events required.

- Support board members' efforts to identify and research new board member prospects; support the efforts of the board of director's development committee and development committee chair.
- Maintain correspondence with donors and appropriate financial personnel; ensure donors receive proper acknowledgement, recognition, and stewardship; manage progress reporting; maintain timely, accurate, and complete records in Salesforce, including call, meeting, and donor notes.
- Lead internal staff on development-related efforts: manage the work of the full-time development manager; contribute content for donor newsletters; support fundraising efforts of volunteers, as needed.
- Prepare quarterly reports on fundraising benchmarks, including contributed income; institutional funding; and donors renewed, reactivated, and acquired.
- Perform special projects and other duties as assigned.

Qualifications

- At least 10 years' experience in nonprofit fundraising, including 5 years in a leadership position.
- Demonstrated ability to design and implement a successful overall fundraising program as well as individual campaigns.
- Experience with national and local corporate sponsorship and engagement.
- Strong track record of securing major gifts from individuals (7 figures preferred, 6 figures required).
- Proven project manager with outstanding organization, attention to detail, and strong follow-up.
- Personal commitment to and understanding of Pajama Program's mission and vision.
- Strong sales personality, poise, tact, and diplomacy.
- Excellent written, verbal, interpersonal, and presentation skills with individual and group audiences at all levels; demonstrated ability to generate enthusiasm and confidence among stakeholders and donors.
- Proficiency in using a CRM database to manage donors (Salesforce preferred).

Salary and Benefits

- This full-time exempt position is paid at a competitive salary with an excellent benefits package in a flexible work environment.

Interested candidates please submit a cover letter, including preferred salary, and resume to jobs@pajamaprogram.org.