



**CHIEF DEVELOPMENT OFFICER**  
**MOTHERS AGAINST DRUNK DRIVING**

**Location – Remote**



The Aspen Leadership Group is proud to partner with Mothers Against Drunk Driving in the search for a Chief Development Officer.

The Chief Development Officer will be responsible for the complete scope of fundraising within Mothers Against Drunk Driving (MADD), including the development, management, and implementation of all fundraising efforts. The Chief Development Officer will assure that the organization's culture, systems, and procedures support fundraising as well as the goals and objectives of MADD. The Chief Development Officer will foster a culture of philanthropy within the organization, inspiring staff and volunteers.

The mission of Mothers Against Drunk Driving is to end drunk driving, help fight drugged driving, support the victims of these violent crimes, and prevent underage drinking. As the nation's largest non-profit focused on ending impaired driving, MADD is working to prevent the tragedies caused by drunk and drugged driving. For over 40 years, it has served nearly one million victims and has saved more than 400,000 lives.

Drunk Driving is a top cause of death on America's roadways. Each and every one of them is 100% preventable and unnecessarily impacts friends, family members, and loved ones. MADD is defining the roadmap to end drunk driving. It knows where it is going – to a future of *No More Victims*. It knows how to get there – it has plotted a course that ends drunk driving, fights drugged driving, and educates the next generation of drivers.

**REPORTING RELATIONSHIPS**

The Chief Development Officer will report to the Interim Chief Executive Officer, Ellen Willmott. The Chief Development Officer will recruit and supervise the Director, Corporate Foundations and Partnership and Director, Planned Giving and Major Gifts. In partnership with the Chief Information Officer, the Chief Development Officer will help manage direct marketing and communications strategies to align with organizational fundraising strategies, with a dotted-line reporting relationship to marketing and communications staff.

## **FROM THE INTERIM CHIEF EXECUTIVE OFFICER**

*Thank you for your interest in working with Mothers Against Drunk Driving. The search for a Chief Development Officer is happening at a time when MADD is once again in the forefront of a paradigm shift in the fight to end impaired driving deaths and injuries. With the recent passage of the Infrastructure Act, MADD is uniquely positioned to lead a national effort to ensure new motor vehicles have the technology to stop impaired driving crashes before they happen. But until the day the technology is universally adopted and in use in all motor vehicles, we must continue our efforts to serve the victims and families who have forever been tragically impacted by a 100% preventable crime.*

*MADD's resurgence in the public discourse is an incredible opportunity for a creative and agile leader seeking to build and execute a national fundraising strategy positioning MADD to successfully deliver against its mission. Passion to build a world with ZERO victims of impaired driving and the ability to inspire others to support the mission is critical. We have also recently shifted our focus to working with new industries and creating pathways to equitable traffic safety enforcement creating opportunities to build new alliances to support our mission.*

*MADD has always succeeded through its relationships with government leaders, individuals, victim advocates, corporate and foundation partners, and community leaders. Our new Chief Development Officer will help us build on this success by enhancing the engagement of our Board of Directors and building and maintaining relationships with individual donors, and other supporters and partners. Our Chief Development Officer will steward and enhance MADD's fundraising efforts with regional/local strategies, and act as a strategic partner and guide to our marketing and communication teams. As a member of MADD's Executive Team, the Chief Development Officer will play a critical role in the management and strategy of the organization.*

*I have been with MADD for close to 6 months and must share how excited I am by MADD's prospects for growth. I am inspired by the passion and commitment of our Board of Directors and the devotion of our staff, volunteers, and victim advocates. I am looking forward to supporting a committed and energized fundraising leader and cannot wait to see the impact this leader will have on this illustrious organization. The successful candidate will be building a fundraising team to support MADD's mission in an extraordinary future.*

—Ellen Willmott, Interim Chief Executive Officer

## **MOTHERS AGAINST DRUNK DRIVING'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

Mothers Against Drunk Driving is committed to providing equal opportunities for employment to all qualified applicants, regardless of race, color, religion, sex, sexual orientation, disability, age, national origin, veteran status, or any other characteristic protected by federal, state or local laws.

MADD respects and values the presence of differences, and similarities, in appearances, experiences, beliefs, abilities, thoughts, and perceptions. It is committed to fair and equitable treatment and access to resources and opportunities for the organization and the communities it serves. MADD strives to include its staff, volunteers, and the communities in which it works to provide the opportunity to engage, develop, and contribute to their full potential.

## **PRIMARY RESPONSIBILITIES**

The Chief Development Officer will

- lead staff and volunteers to institutionalize philanthropy within MADD;
- provide leadership, vision, and management to all fundraising efforts including the organization, management, and staffing of personnel and work assignments;
- create, develop, organize, and manage all fundraising programs including creating MADD's development strategies, maintaining relationships with external vendors, producing related written and collateral materials, and reporting to the Board and other appropriate members of the MADD organization;
- direct all fundraising channels, including telemarketing, direct mail, corporate donations, grants, foundation, major gifts, online, special events, and field activities;
- ensure that fundraising efforts are more than sufficient to meet MADD's mission and that fundraising efforts are conducted in a cost-effective manner;
- manage all phases of MADD's individual donor strategy including identifying, researching, sourcing, and soliciting prospects as well as implementing outreach and follow-up strategies;
- identify and persuade corporations to partner with MADD and meet or exceed individual corporate fundraising goals;
- build and maintain strong positive relationships with MADD's national corporate partners, including cultivating potential corporate sponsors, preparing achievable funding requests and proposals, maximizing contributions, and developing corporate licensing programs;
- manage a portfolio of major gift prospects including developing and implementing plans for solicitation by volunteers and MADD leadership;
- cultivate new prospects and work with MADD leadership on cultivating potential major donors;
- identify, develop, and manage funding from private organizations through grants and donations designated to fund MADD's objectives and mission;
- establish and achieve personal contact goals and manage the contact goals of others;
- ensure MADD's fundraising efforts are conducted professionally and in accordance with all laws and high ethical standards;
- ensure the establishment of and compliance with the organization's own fund development and philanthropic principles, policies, and procedures;
- work closely with all departments in MADD to cultivate prospects and identify funding priorities;
- help cultivate, recruit, and develop fundraising staff and volunteers;
- design educational programs for fundraising staff and volunteers; and
- develop, manage, and submit budgets and revenue plans.

## **LEADERSHIP AND KEY COLLEAGUES**

### **Ellen Willmott**

#### **Interim Chief Executive Officer**

Ellen Willmott is the interim Chief Executive Officer of Mothers Against Drunk Driving. She is a strategic and results-oriented executive focused on building and supporting empowered teams, collaborative processes, and shared learning to reach mission objectives. As a non-profit executive for over 20 years, she has served in diverse roles at all levels of an organization.

Previously, Ellen held roles of increasing responsibility with the Susan G. Komen Breast Cancer Foundation, including interim CEO. Prior to that she was Vice President, General Counsel & Assistant Corporate Secretary for Save the Children USA. She holds a Juris Doctor from the University of Connecticut School of Law and a Bachelor of Arts in English Literature from the University of Rhode Island, Kingston.

**Catrina Clemens****Vice President of Strategic Initiatives**

Catrina Clemens currently serves as Vice President of Strategic Initiatives with Mother's Against Drunk Driving. In this position, Katrina helps lead and direct the strategy, development and execution, and expansion of MADD's lifesaving mission services and prevention programming. Katrina takes a vision and breaks it into accomplishable steps through sound strategy development. She instinctively sees the strands of opportunity that weave themselves throughout the organization and braids them together into a coherent whole. Prior to her current role, Katrina served as the National Field Relations Director for the Central and Southeast Regions, where she led, managed, and provided the vision, collaborative guidance, and direction to field leadership, employees, and volunteers.

Prior to joining MADD, Katrina led the budget development, campaign planning, oversight, management, and reporting requirements for the DFW State Employee Charitable Campaign (SECC) and the City of Dallas Charitable Giving Campaign. In addition, she provided strategic support to the Dallas Fort Worth Metroplex Combined Federal Campaign (CFC). These public sector campaigns distributed vital mission funding to thousands of local, national, and international non-profit organizations on a quarterly basis. Within this role, Katrina oversaw the administration and adherence of agency policies, procedures and guidelines for compliance to the Office of Personnel Management (OPM) and State of Texas regulatory bodies.

Catrina graduated with her Master of Social Work from the University of Texas at Arlington. She holds a Bachelor of Science in Human Development and Family Services with minors in Psychology, Sociology and Substance Abuse Prevention from Texas Tech University in Lubbock, Texas. In her free time, Katrina loves spending quality time outdoors with her husband and son.

**Richard Mallow****Vice President of Field Operations Field Relations**

Rich Mallow is the Vice President of Field Operations. Rich leads the Field Organization in building strategic plans and staff development and drives revenue development in an effort to move the mission of Mothers Against Drunk Driving forward.

Rich joined Mothers Against Drunk Driving in September 2013 as the New York State Executive Director and assumed responsibilities as the Executive Director for New York and New Jersey in January 2019. Over the years, Rich has accumulated a considerable amount of non-profit experience, serving Autism Speaks, United Way of Long Island, and the Cancer Center for Kids through Winthrop Hospital. He also spent an entire career (24 years) in the printing industry. Beyond Rich's career achievements, he believes his personal mission is to help MADD achieve its goal of No More Victims.

He is a graduate of the State University of New York at Plattsburgh and has been married for over 32 years to his beautiful wife. He is the proud father of two children and has been blessed with two grandchildren. But most importantly he loves to spend time with his family and enjoys the simple things in life as he knows all too well how life can change in the blink of an eye.

**Heather Geronemus****Chair, Board of Directors**

Heather Geronemus began her career at Ultimate Software in Marketing in 2010, promoting the company's pioneering Software as a Service HR and Payroll systems. Heather now serves as the Director of Public Relations & Corporate Social Responsibility, setting the strategic direction for media relations, customer public relations, and philanthropic initiatives at Ultimate Software. Ultimate is one of South Florida's most respected technology businesses, supporting customers including Bloomin' Brands, Feeding America, Major League Baseball, and Yamaha Corporation of America. The company is regularly

recognized as an employer of choice, ranked in the top 25 in *Fortune Magazine* list of Best Places to Work for eight consecutive years.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Mothers Against Drunk Driving seeks a Chief Development Officer with

- a deep commitment to the mission of MADD – to end drunk driving, help fight drugged driving, support the victims of these violent crimes, and prevent underage drinking;
- experience with fund development related areas including telemarketing, direct mail, corporate sponsorship, cause-related marketing, planned giving, major gifts, online giving, and special events;
- experience implementing a comprehensive fundraising program;
- an ability to lead beyond the transactional aspects of management by actively seeking to support, develop, and align employees' sense of purpose and success with the mission of the organization;
- excellent written and oral communication skills, including strong presentation, training, and interpersonal skills;
- an ability to develop long- and short-term strategies to achieve MADD's vision and communicate appropriately to inspire support and action;
- a strong work ethic and an ability to maintain a high activity level; to manage multiple projects; and meet deadlines in an environment of changing priorities;
- an ability to motivate and inspire staff through experienced leadership, vision, and management;
- experience managing internal, contract, and volunteer resources within a philanthropic enterprise;
- exceptional critical thinking and problem-solving skills;
- strong organizational skills, a detail oriented temperament; an ability to prioritize and manage multiple projects; and execute in a high-volume environment;
- excellent communication skills with the ability to develop and convey thoughts clearly, logically, and concisely both orally and in writing;
- an ability to work both independently and with others to resolve issues while maintaining composure and professionalism;
- an exceptional internal and external customer service orientation; and
- an ability to maintain social, ethical, and organizational standards in job related activities, at work and in the community.

A bachelor's degree is required for this position as is at least ten years of fundraising, and seven years of progressive management experience.

### **SALARY & BENEFITS**

Mothers Against Drunk Driving offers a competitive salary and a benefits package that includes health, dental, and vision insurance; 403(b) plus 3% employer matching; up to five weeks of annual vacation for Senior Leadership; 12 paid holidays and up to three floating holidays per calendar year; paid sick time; modified educational assistance; parental leave; basic life, AD&D, short-term and long-term disability Insurance; flexible spending account (FSA) and health reimbursement arrangement (HRA); and employee assistance program (EAP).

## LOCATION

The Chief Development Officer may work remotely from any location within the United States.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Mothers Against Drunk Driving as well as the responsibilities and qualifications stated in the position prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Chief Development Officer, Mothers Against Drunk Driving.](#)

*To nominate a candidate, please contact:*

Anne Johnson, [annejohnson@aspenleadershipgroup.com](mailto:annejohnson@aspenleadershipgroup.com),

Patrick Key, [patrickkey@aspenleadershipgroup.com](mailto:patrickkey@aspenleadershipgroup.com) or

Felicia Garcia-Hartstein, [feliciagh@aspenleadershipgroup.com](mailto:feliciagh@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*