



SENIOR DIRECTOR OF DEVELOPMENT–DATA & DIRECT RESPONSE

MERCY FOR ANIMALS

Location – Remote

[Mercy for Animals](#)



The Aspen Leadership Group is proud to partner with Mercy for Animals in the search for a Senior Director of Development–Data & Direct Response.

In partnership with the Senior Vice President of Philanthropy, the Senior Director of Development–Data & Direct Response will be responsible for direct response fundraising, prospect development, and donor database administration for Mercy for Animals. The Senior Director will help forge new relationships that build Mercy For Animals' visibility, impact, and financial resources, working with key colleagues to design and implement a comprehensive plan for developing philanthropic support. The Senior Director will have primary responsibility for establishing and implementing the infrastructure needed to grow a \$15M budget through the data-driven solicitation of major and midlevel gifts, direct mail, and digital direct response strategies.

The Senior Director will provide global strategic leadership and mentorship for the development department, including fundraising planning/execution success, annual fund, direct response fundraising, fundraising databases, and analytics, advancement services, events, and donor relations in addition to establishing, overseeing, and implementing strategies, plans, and policies to further the mission of Mercy For Animals. The Senior Director will expand and diversify Mercy For Animals' donor base and prospective donor pipeline and will work closely with other team members to secure funding for new initiatives. Mercy For Animals' fundraising capacity will increase significantly in future years as the Senior Director systematically and effectively strengthens the organization's data, analytics and prospect identification infrastructure and expands the organization's identified prospect pool and pipeline.

Mercy for Animals' mission is to construct a compassionate food system by reducing suffering and ending the exploitation of animals for food. Mercy for Animals imagines a world free of cruelty, a world in which bodies, minds, and spirits are nurtured with wholesome, healthy food that is kind to animals and sustainable for the planet. Mercy For Animals believes that world is possible. In fact, it believes that it is inevitable by working together to elevate humanity to its fullest potential. Mercy for Animals is on the front lines fighting to protect farmed animals. From factory farms to corporate boardrooms, courts of justice to courts of public opinion, Mercy For Animals is there to speak up against cruelty and for compassion. Nearly 79 cents of every dollar spent by Mercy For Animals goes directly to programs that save animals. The remainder is used to grow Mercy for Animals' size and capacity so it can help even more animals in the future.

REPORTING RELATIONSHIPS

The Senior Director of Development–Data & Direct Response will report to the Senior Vice President of Philanthropy, Susan Lane, and supervise the Director of Annual Giving and Donor Relations Manager and their teams. The Senior Director will serve as a key leadership team member and an active participant in making strategic decisions affecting Mercy For Animals.

DIVERSITY, EQUITY, AND INCLUSION

Mercy For Animals stands united in support of Black Lives Matter principles and against systemic racism and anti-Blackness. Mercy for Animals has distributed an organization-wide DEIJ literacy survey to help it gain a better understanding of its current collective knowledge of and familiarity with DEIJ principles and practices. This will enable it to design, build, and offer tailored learning and growth opportunities to help increase its DEIJ literacy in meaningful and effective ways. Mercy for Animals continues to review, assess, and improve its talent acquisition and recruiting processes and tools to ensure an inclusive and equitable hiring experience that minimizes any potential for personal or unconscious bias. This includes a review and updating of its DEIJ and antiracism commitments in its job descriptions and posts.

PRIMARY RESPONSIBILITIES

The Senior Director of Development–Data & Direct Response will

- support and partner with the Senior Vice President on all fundraising initiatives;
- actively work with the Senior Vice President and senior staff to develop and implement a comprehensive development strategy to include digital and direct mail, mid-level giving, and major gifts;
- set strategy for and lead an integrated donor-centered direct response enterprise including donor communication and engagement, sustainer growth, direct mail lead generation, digital, and annual leadership giving;
- oversee new donor acquisition, lead generation, and donor pipeline development strategies to increase the activation rate for new donors and sustainers;
- lead cross-departmental teams charged with lead generation, digital and direct mail fundraising, the donor journey, donor engagement, and donor communications;
- provide strategy and leadership for gift and data services, donor analytics, and reporting from Salesforce, Wealth Engine, and social media;
- oversee financial projections, including forecasting philanthropic revenue and departmental expenditures;
- oversee research on funding sources and trends, with foresight, to help position Mercy For Animals ahead of major funding changes or trends;
- monitor all donor information, and provide and present statistical analysis to board and senior leaders;
- develop and implement a stewardship program aimed at cultivating deeper ties with donors;
- monitor and report regularly on the progress of the development program;
- identify, develop, and mentor the development team;
- establish and achieve stretch fundraising goals for annual giving and prospect pipeline development;

- serve as a liaison for Development with Finance, Salesforce CRM, Digital Marketing, and IT departments; and
- serve as a member of the Mercy for Animals leadership team, collectively responsible for strategic planning and implementing strategic plans and policies.

LEADERSHIP AND KEY COLLEAGUES



Leah Garcés
President

Leah Garcés is President of Mercy For Animals. She has been fighting for better food and farming systems for nearly 20 years as a leader in the animal protection movement. Leah oversaw international campaigns in 14 countries at the World Society for the Protection of Animals and launched Compassion in World Farming in the United States. She is the author of *Grilled: Turning Adversaries into Allies to Change the Chicken Industry* from Bloomsbury Publishing. Leah's work has garnered headlines in the *New York Times*, the *Washington Post*, BuzzFeed, *Vice* magazine, the *Chicago Tribune*, and other national media outlets. Leah also serves on the advisory councils of Encompass and Seattle Food Tech. She lives in Atlanta, Georgia, with her husband, three kids, and two cats.



Susan Lane
Senior Vice President of Philanthropy

Susan Lane is Senior Vice President of Philanthropy at Mercy For Animals. She oversees and manages fundraising strategy, development, and execution. Through all channels of fundraising, including annual fund, major gifts, planned giving, corporate and foundation relations, events, donor stewardship, and development operations, her team's mission is to engage donors and prospects in a way that both educates and inspires them to give. Susan has served as Assistant Vice President of Development for Florida International University, Chief Development Officer for the College of Medicine at Michigan State University, and Vice President of Planned Giving for Fidelity Charitable Services. She is a certified fundraising executive (CFRE) and passionate advocate for the nonprofit community. Susan is married to Tom, an estate and tax attorney, and is the proud mother of Emily, a recent law school graduate. Susan is an avid reader and enjoys traveling, music, theater, and gatherings with friends and family.



Mamta Valderrama
Senior Vice President of Operations

Mamta Jain Valderrama is Senior Vice President of Operations at Mercy For Animals, overseeing finance and technology. Before Mercy For Animals, Mamta spent 10 years in healthcare operations and has led multimillion-dollar income reports. An activist in her free time, she took a break from corporate America to write a book about human trafficking that became an Amazon bestseller. Born and raised in the Jain culture, she grew up with the principle of ahimsa and was eager to join Mercy For Animals. Originally from Los Angeles, Mamta lives in Scottsdale, Arizona, with her husband and daughter.



Lucas Alvarenga

Senior Vice President of Strategy, Impact, and Research

Lucas Alvarenga is Senior Vice President of Strategy, Impact, and Research at Mercy For Animals. Born and raised in Rio de Janeiro, Brazil, Lucas has extensive communication and marketing experience and co-founded an e-commerce company. When Lucas decided to dedicate his life to reducing suffering, he launched pro-vegan projects in Brazil, including the 21-Day Meatless Challenge in partnership with the Brazilian Vegetarian Society.

Lucas joined Mercy For Animals on his 15th anniversary as a vegetarian. He led the organization's growth in South America's largest country for three years. In his current role, Lucas uses this experience to build Mercy for Animals' work internationally and oversee its impact evaluation and research programs. Lucas lives in São Paulo with his girlfriend and four lovely nonhuman rescued babies.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Mercy for Animals seeks a Senior Director of Development–Data & Direct Response with

- passion for the mission of Mercy For Animals;
- an ability to expand and cultivate existing donor relationships over time;
- excellent communication skills, both written and oral, and an ability to influence and engage a wide range of donors and build long-term relationships;
- an ability to impact both strategic and tactical fundraising initiatives;
- an ability to work independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within and outside of Mercy For Animals;
- an ability to construct, articulate, and implement an annual strategic development plan;
- strong organizational and time management skills with exceptional attention to detail and the ability to provide solutions and clarity where there is ambiguity;
- knowledge of charitable giving methodology and analytics, including digital and direct mail marketing, social media, direct mail, and sustainer programs;
- an ability to thrive in a fast-paced, rapidly growing, collaborative, and transparent environment; and
- experience with Salesforce or other CRM platforms.

A bachelor's degree is required for this position as is at least seven years of professional experience in a nonprofit organization with success in a development function (data analytics, digital and direct mail fundraising, prospect development and team management, with relevant positions of increasing responsibility and scope).

LOCATION

The Senior Director of Development–Data & Direct Response may work remotely from any location in the United States.

SALARY AND BENEFITS

Mercy for Animals offers a comprehensive benefits package. The salary range for this position is \$76,000 to \$85,000.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should express a commitment to Mercy for Animals' mission to construct a compassionate food system by reducing suffering and ending the exploitation of animals for food.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Senior Director of Development–Data & Direct Response, Mercy for Animals.](#)

To nominate a candidate, please contact Susan Faraone:

[susanfaroane@aspenleadershipgroup.com.](mailto:susanfaroane@aspenleadershipgroup.com)

All inquiries will be held in confidence.