

ASPEN LEADERSHIP GROUP

SENIOR REGIONAL DIRECTOR OF DEVELOPMENT
THE SALVATION ARMY SOUTHERN CALIFORNIA DIVISION
SAN DIEGO, CALIFORNIA



The Aspen Leadership Group is proud to partner with The Salvation Army Southern California Division in the search for a Senior Regional Director of Development, San Diego Region.

The Senior Regional Director of Development will direct all fundraising and communications operations for San Diego County including directing capital campaigns, major gifts, planned giving, grants, direct mail and digital fundraising, marketing, communications, and community relations.

The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

The Salvation Army began in 1865 in London's East End when minister William Booth abandoned the conventional concept of a church and took his message to where it would reach the poor, homeless, hungry, and destitute. Setting up a tent in a Quaker graveyard, Booth quickly attracted followers with his mission of *Soup, Soap, and Salvation*. In 1878 the name, The Salvation Army, was adopted and its movement quickly spread around the world.

For more than 130 years, The Salvation Army has been feeding the hungry, housing the homeless, and changing the lives of countless men, women, and children in Southern California. Its presence in Southern California dates to 1887 when an open-air street meeting was held in downtown Los Angeles. By 1892, The Salvation Army occupied almost an entire block in the city with a hotel for transient men and a men's industrial complex—the forerunner of today's Adult Rehabilitation Centers. In 1899, The Salvation Army opened a rescue home for young, expectant mothers in Los Angeles, known as Booth Memorial Center. From there, the Army's work expanded quickly in Los Angeles with the opening of facilities for social welfare programs, including The Salvation Army Los Angeles Day Care Center which opened in 1920. Today, approximately 250 children attend L.A. Day Care while their parents go to work in the downtown Los Angeles garment and produce districts. Other programs that can be found in the region today include assistance for families living with HIV/AIDS, men and women working to overcome addictions, disabled veterans, evacuees from disasters, senior citizens trying to live on a fixed income, and children who need a safe place to go after school. The Salvation Army Southern California Division continues to celebrate its long and abundant presence all over the area by serving those most in need, and by hosting special events within the local community.

The Salvation Army Southern California Division partners with civic, corporate, and private supporters to build healthy communities across the area to provide help, healing, and hope. It helps strengthen communities through ministry, youth programs, utility bill assistance, food pantries, and rapid rehousing. Healing is supported with programs that respond to people in crisis, like providing emergency shelters, psychological counseling, medical services, drug and alcohol rehabilitation, and more. The Salvation Army provides hope by offering pathways to independence through veteran's employment services, permanent supportive housing, meal delivery services, in-home case management, and senior services.

At The Salvation Army, 83 cents of every dollar are used to support programs and services. Supporters become part of a network of thousands of Southern California residents who donate their time, money, and talents to the work of The Salvation Army.

REPORTING RELATIONSHIPS

The Senior Regional Director of Development will report to the Divisional Secretary for San Diego County, Lt. Colonel Lee R. Lescano or his successor. The Senior Regional Director of Development will supervise the Capital Campaign Director, Grants Manager, Gift Planning Director, Communications Manager, and multiple Donor Relations Directors.

FROM THE DIVISIONAL SECRETARY

As the Divisional Secretary for the San Diego Region of The Salvation Army, I am excited to introduce myself and share this unique opportunity with you.

The Salvation Army is a renowned nonprofit organization that has been dedicated to serving the needs of vulnerable populations for many years. As the Senior Regional Director of Development, you will play a vital role in advancing our mission and making a lasting impact in the San Diego County community.

We are actively seeking a dynamic and experienced leader to join our team. The successful candidate will have a proven track record of success in fundraising, relationship building, and strategic planning. As the Senior Regional Director of Development, you will be responsible for leading our development team, creating and implementing fundraising strategies, cultivating major donors, and overseeing donor stewardship efforts.

At The Salvation Army, we are committed to providing a supportive and inclusive work environment that fosters personal and professional growth. We value diversity and are dedicated to creating a workplace that promotes equal opportunity for all employees. We offer competitive compensation and benefits packages, as well as opportunities for career advancement within our organization.

As a potential candidate, your expertise and experience in fundraising and development could make a significant impact on our organization's ability to serve those in need. We are eager to hear from you and learn more about your qualifications and how you can contribute to our team.

If you are passionate about our mission, possess the necessary skills and experience, and are looking for a fulfilling career in nonprofit fundraising, we would love to hear from you. Please feel free to contact us at your earliest convenience to discuss this opportunity further. We look forward to reviewing your application and getting to know you better.

Thank you for considering this opportunity with The Salvation Army in San Diego County.

—Lt. Colonel Lee R. Lescano, Divisional Secretary for San Diego County

THE SALVATION ARMY SOUTHERN CALIFORNIA DIVISION'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

For more than 130 years, The Salvation Army has been committed to loving and serving members of the Southern California community without discrimination. This follows the commandment found in Mark 12:31 to *Love your neighbor as yourself*. Both in San Diego County and nationally, The Salvation Army cares for anyone in need regardless of race, gender, sexual orientation, ethnicity, or gender orientation. Its services are available to anyone. Any person who walks through its doors will receive assistance based on their need and the organization's capacity to help. The Salvation Army welcomes all to utilize its services including its mental health, educational, and spiritual services. The Salvation Army is a safe place for anyone in need. It takes pride in showing Christ's love for everyone through the programs and services it provides.

PRIMARY RESPONSIBILITIES

The Senior Regional Director of Development will

- monitor the caseload performance of all assigned fundraisers;
- train, mentor, and create strategies for each team member to reach or exceed caseload performance measures and financial goals;
- monitor and manage the monthly planning of communications messages and activities with the Communications Manager;
- maintain a portfolio of approximately 30 to 50 individuals that may include Advisory Board members, major gift donors and prospects, and capital campaign donors and prospects;
- engage in one-to-one solicitations, gift acknowledgement and stewardship communications, and travel as needed;
- establish and maintain excellent donor relations, providing written proposals to major gift prospects and including leadership volunteers and internal leadership as needed;
- develop team solicitation strategies and facilitate the team planning process for peer-to-peer cultivation and solicitation approaches, involving leadership volunteers and internal leadership, as needed;
- develop research and briefing memos in preparation for team discussions;
- work with the territorial Prospect Research Manager and local staff to develop donor profiles that inform moves management strategies and planning conversations;
- with the Divisional Secretary, attend and provide staff assistance to meetings of the Metro Advisory Board, Executive Committee, Finance and Development Committee, and the Impact Committee;
- meet regularly with the frontline team to discuss and refine caseload plans, donor strategies, and track team progress;
- participate in recommended professional trainings, conference calls with other major gifts staff, conference kindred sessions, and other professional development opportunities;
- work in close collaboration with local officers, program, finance, and fundraising staff to present local resource development needs that correspond to where donors and prospects reside while being responsive to each donor's interests and intent;
- work in collaboration with program, finance, development, and graphic design and communications, and administrative support staff to develop a portfolio of giving opportunities that document funding needs in terms of real program costs, how dollars impact people, outcomes achieved, shortfalls, and mission advancement opportunities;

- present opportunities to donors to effectively match donor interests with service delivery advancement needs;
- work in collaboration with program, finance, development, graphic design and communications, and administrative support staff to develop the annual impact report for the November Thanksgiving mailing as a year end appeal;
- prioritize donor site visits to tour programs and to facilitate face-to-face briefings of donors by leaders;
- support and contribute to overall territorial policies, business practices, and strategies to continually increase major gifts revenue and program growth;
- ensure that excellent customer service is provided to donors through accessibility to staff and leadership, timely responsiveness, quality in all interactions, and personalized communications; and
- work in close collaboration with the Divisional Director of Development and in concert with the divisional development team.

LEADERSHIP

Lt. Colonel Lee R. Lescano

Divisional Secretary for San Diego County

Lt. Colonel Lee R. Lescano has served as Divisional Secretary for San Diego since 2018 in a career that spans over 30 years of service to The Salvation Army. Lt. Colonel Lescano joined The Salvation Army in 1991 as County Coordinator, Orange County. He then served as Divisional Commander, Sierra del Mar Division followed by Territorial Secretary for Programs, overseeing twelve departments in support of programs in the 13 western United States before assuming his current role. He is a graduate of San Diego State University where he received both a bachelor's degree and a master's in public administration.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Salvation Army Southern California Division seeks a Senior Regional Director of Development with

- a commitment to embracing, supporting, and reflecting well on The Salvation Army's mission and values through professional responsibilities and behavior;
- effective interpersonal, conversational, and presentation skills, and an ability to demonstrate emotional intelligence and situational awareness;
- excellent writing abilities and strong case development and pitching skills;
- an ability to develop and maintain positive relationships with diverse individuals including executives, leadership volunteers and donors, and external and internal stakeholders;
- an ability to problem solve, think strategically and creatively, and take initiative with strong follow through;
- comfort with direct donor interaction and an ability to engage in discussions of personal and family finances with sensitivity while securing major financial commitments;
- a desire to serve as a team player including an ability to collaborate effectively with officers, staff, and volunteers towards the successful achievement of institutional and department goals;
- an ability to work independently in a fast-paced environment without extensive administrative support; and
- an ability to effectively manage multiple projects and competing priorities with professionalism and grace.

The Salvation Army Southern California Division will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least five years of experience in a nonprofit fundraising role with a proven track record of major gifts success is preferred.

SALARY AND BENEFITS

The salary range for this position is \$165,000 to \$185,000 annually. The Salvation Army offers a comprehensive package of benefits including HMO, EPO, PPO medical plans with Delta Dental and VSP vision coverage; life insurance, AFLAC, Metlaw, and flexible spending plans; paid time off; retirement plans include a pension plan, as well as the opportunity to participate in a tax deferred annuity program; and professional development opportunities.

LOCATION

This position is in San Diego, California

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of The Salvation Army Southern California Division as well as the responsibilities and qualifications presented in the prospectus.*** Preference will be given to applications received by June 1, 2023.

The Salvation Army is an Equal Opportunity Employer and committed to providing a respectful environment for all applicants and employees that is free from unlawful discrimination or harassment based on age, race, color, religion, sex, national origin, marital status, disability, citizenship, sexual orientation, gender identity, gender expression, or any other characteristic protected by law. Such equal opportunity for employment will apply to recruitment and hiring, training, promotion, salaries and other compensation, transfers, and layoffs or termination.

To apply for this position, visit: [Senior Regional Director of Development, The Salvation Army Southern California Division](#).

To nominate a candidate, please contact Eric Rosario, ericrosario@aspenleadershipgroup.com.

All inquiries will be held in confidence.