



## Development Director Profile

**NamasteDirect focuses on one primary goal: increasing the incomes of poor Guatemalan businesswomen.** We provide business training and microfinance loans, and the support to help our clients be successful. Then, our clients decide how best to spend their profits, because research shows they spend 90+% of their increased cash flow on their families (education, health, nutrition, housing), which generates long-term, inter-generational social change. We have faith in our clients' ability to lift themselves out of poverty through individual entrepreneurship.

We are data-driven, and measure our success solely on the amount that our client's profits have increased. We are also focused on doing what we do especially well, going deeper with our existing clients, rather than developing traditional plans to scale. This is an uncommon strategy in the world of NGOs and international development, but **we are committed first and foremost to our clients' success.**

NamasteDirect is now **hiring our first dedicated Development Director**, in order to generate additional, sustainable support for our impact. This is NOT a typical nonprofit fundraising effort, however. We intend for our Development Director to be laser-focused on relationships and results – specifically through one-on-one, direct engagements with current donors and new prospects about the impact of NamasteDirect in our partner communities.

Unusually, the **Development Director will have the opportunity to eventually succeed the founder** in leading the organization, gradually over the next several years, maintaining the primary fundraising responsibilities while adding operations. This is truly an exciting opportunity for someone who **loves telling stories and building relationships** (while driving toward results), who **has a heart for our mission**, and who has **a desire to grow in their leadership.**

The ideal candidate for this role:

1. **Has a passion for women's empowerment** and its role in lasting social change – understanding the economic and social challenges that women in Latin America face, and some knowledge of the principles and solutions that work. *This person has some experience with this issue, whether as a Peace Corps volunteer, an NGO staff member, or even as a small business owner.*
2. **Has a background in fundraising through one-on-one engagements** (whether from a staff or board role). This is someone who enjoys **telling an**

**inspiring story**, engaging with **empathy**, and **being bold** in making asks and getting **results**. *This person has a heart for our mission, isn't afraid of failure, and has the persistence to push through obstacles.*

3. **Is a natural builder** – this person has gravitated toward roles that didn't exist before, and has an innovative vision for what they can become. *This person has a start-up mentality, creates things with minimal resources, handles their own administrative tasks with ease, and enjoys helping create the vision while figuring out the way forward.*
4. **Understands the relationship between stories and data** – this is someone who can connect at an emotional level with people by sharing compelling stories of impact, and who also has a fluency with the numbers behind the results. *This person can quickly translate complex data into accessible information and connect the dots with the human experiences of impact.*
5. **Is a proactive communicator** – this is a person who has worked on virtual teams before, and understands the importance of overcommunicating, speaking up, and being direct, with the vision in mind as a guide. *This person will take the lead in making conversations happen, and always makes sure the right people are at the table to give input.*
6. **Has a comfort level with leadership and operations** – this person might have served as Executive Director or Program Director for a small nonprofit, or been a board member with a high level of engagement. *They take a collaborative approach to leadership, getting buy-in from different stakeholders; and understand the finance and program operations of the organization – what it takes to have the impact.*
7. **Has cross-cultural experience in Latin America** – while this isn't a requirement, it is a strong preference to find a candidate who has lived and worked in Latin America, and understands the nuances of the culture, the people, and the economic realities facing women. Proficiency in Spanish will help this person connect more deeply with the staff and clients served by NamasteDirect.

### **Role Expectations and Responsibilities**

The Development Director will be **focused primarily on serving as an outward-facing representative** of NamasteDirect in the United States, while also **building the development operations**, including the details of shepherding gifts through internal systems, making sure the appropriate follow-up has occurred, engaging team members around their participation in prospect and donor visits, and supporting the grant writing process.

The Development Director will be responsible for driving NamasteDirect to meet an initial **annual fundraising goal of \$350,000** (and growing that to \$500,000 over the

next 2-3 years), working in partnership with the Founder and two part-time development staff. S/he will report to the Founder and work closely with the team in Guatemala, serving on the leadership team as well.

The specific responsibilities of this role fall into these primary areas:

### **Fundraising Strategy**

- Create a fundraising strategy, including budgeting, messaging, and prospect strategy.
- Develop a long-term vision and strategies for increasing major gifts to attain long-term financial sustainability.
- Improve key fundraising processes and use of the eTapestry database.

**Owner of the Fundraising Portfolio** – responsible for engaging prospects and investors (individuals, foundations, and others) to meet the fundraising goal:

- Collaborate with the Founder, the Advisory Board, and the Guatemala Executive Director to identify prospects within NamasteDirect's current network, and beyond.
- Own relationship management and develop the strategy for most prospects and donors, and assign roles and action steps. Support and guide other team members in their roles as relationship managers.
- Conduct prospect research and strategy.
- Plan and strategize around prospect predisposition and visits, including engaging other members of the organization as needed.
- Visit with prospects and make asks, sometimes leading, and sometimes supporting.
- Provide guidance and support to the grant writing and reporting processes.
- Manage prospect follow-up activities, coordinating with the team as needed.

### **Manage Stewardship of Donors**

- Maintain stewardship connections with all donors.
- Establish simple systems to make sure donors feel engaged year-round.

**Location & Travel.** This position is based in the Bay Area, out of a home office or co-working space. Some travel will be required to meet with prospective donors around the U.S., as well as twice per year to Guatemala.

**Compensation.** The salary range for this position is \$60,000-75,000, depending on experience.

### **To Apply**

**If this profile calls out to you**, please send your resume, along with an email explaining why to our partners leading this search, [talent@forimpact.org](mailto:talent@forimpact.org).