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EXECUTIVE SEARCH FOR PHILANTHROPY & NONPROFITS

Position Specification



Senior Major Gifts Officer

23 May 2016



Carlson Beck advises **Coaching Corps** on the basis of an exclusive consulting engagement.



POSITION SPECIFICATION

COACHING CORPS

THE POSITION:	SENIOR MAJOR GIFTS OFFICER
REPORTS TO:	EXECUTIVE VICE PRESIDENT, DEVELOPMENT AND EXPANSION
LOCATION:	FLEXIBLE (SAN FRANCISCO BAY AREA, LOS ANGELES, SAN DIEGO, BOSTON, BALTIMORE/DC)

THE ORGANIZATION

Mission

Coaching Corps is committed to improving physical health, and educational and social outcomes for kids living in low-income communities through the power of coaching and sports. The organization was founded on the belief that playing sports under the guidance of well-trained coaches boosts kids' social, physical, and emotional growth. **Its mission is to ensure that all kids get to reap the benefits of playing sports with a trained, caring coach.**

Coaching Corps works to eliminate disparities in access to quality sports programs by providing after-school programs with the resources and capacity needed to use sports as a youth development tool. The organization recruits, trains and places volunteer coaches from colleges, universities and community groups in after-school programs – using a season of sports to teach kids valuable life lessons like persistence, empathy, teamwork, self-regulation and optimism. In addition, Coaching Corps identifies and encourages best practices within the youth sports and after-school fields, and advocates for public and private support and investment in underserved youth sports programs. Since its inception, Coaching Corps has created over 75,000 after-school sports opportunities for young people living in low-income communities.

The organization is recognized as a leading intermediary in California and beyond, connecting students from more than 40 universities – including the University of California, UC Berkeley, Stanford University, UCLA and San Diego State University – with the rewards of community service and with kids who need trained coaches and consistent role models. Coaching Corps' extended team is building an influential and vocal constituency of young people, policy-makers, and opinion leaders in support of youth sports for all kids, regardless of their circumstances or the neighborhood in which they live. With plans to take its recruitment and training methodology to scale, the staff has an ambitious goal of reaching 100,000 kids annually with the power of a trained, caring coach within five years.

History

Coaching Corps has its roots in an organization first started over 15 years ago – Team-Up for Youth. During its first five years of operation, Team-Up for Youth built a knowledge base of how sports could be used to improve social, emotional and physical outcomes for kids. By developing and testing a nationally recognized training model, “Building Blocks for Quality Youth Sports,” and using micro-grants, trainings, technical



assistance, and organizing strategies, Team-Up for Youth helped create thousands of quality sports opportunities for young people in the San Francisco Bay Area. In 2005, “needs assessments” among after-school and sports partner organizations revealed that the biggest barrier to participation in sports for kids in low-income neighborhoods was the lack of trained coaches. In response, Team-Up for Youth incubated Coaching Corps as a means of meeting critical, partner capacity needs, and of providing a trained workforce of volunteer coaches.

By 2008, Coaching Corps had operations in San Francisco, Oakland, and on the Peninsula. In 2009, Coaching Corps expanded operations to Central and Southern California, including Fresno, Los Angeles, and San Diego. **In 2012, the organization ended its grant making, turned its resources and attention fully to Coaching Corps and officially changed its name.** It adopted volunteer recruitment, coach training and partner capacity building as its core operational model.

Founded by Wally Haas, former manager and family owner of the Oakland Athletics baseball team, the organization is infused with the wisdom of Mr. Haas’s observation of “the power of sports in improving the life-chances of some of the most at-risk young people.”

Present

Today, Coaching Corps is a national volunteer movement of thousands of college students, community members, and after-school programs committed to increasing quality youth sports opportunities for underserved youth through the power of coaching. It is leading the field in the use of sports to support healthy youth development. Volunteer coaches focus on building positive life skills including self-regulation, persistence, optimism and empathy. Headquartered in Oakland, California, the organization now has operations throughout California, and in cities in the East -- including Boston, Baltimore, Atlanta and Orlando.

Coaching Corps has a \$4.8 million annual operating budget and a staff of 27 spread across three regions. The Board of Trustees is exceptionally passionate about the mission and committed to the organization. This strong, well-rounded, founding Board is comprised of professionals from the corporate, education and philanthropy worlds. The Board has aspirational goals for the organization and is seeking a **Senior Major Gifts Officer** who is excited, undaunted and inspired by big challenges.

Future

Coaching Corps’ aggressive and aspirational goal is to reach 100,000 kids annually within five years to achieve national impact and outcomes. The Board, executive leadership, and staff are committed to refining the Coaching Corps program model to ensure the highest quality and maximum, measureable outcomes possible for the children and the communities where it works.

More information about Coaching Corps can be found at www.coaching-corps.org.

THE POSITION

There is strong consensus between Board and Staff as to the challenges and opportunities for Coaching Corps as an organization. The opportunities lie in the high aspirations the organization holds for itself and the drive toward solidifying a sustainable model. Organizational challenges include strategically and pragmatically



expanding Coaching Corps locations, ensuring each location is financially sustainable, and thoughtfully directing the organization on how it meets its need for increasing capacity.

Reporting to the Executive Vice President for Development and Expansion, the **Senior Major Gifts Officer** (“SMGO”) is a critical senior position in Coaching Corps. The SMGO will develop and execute strategies to substantially expand major gift fundraising in Coaching Corps current key markets, working closely with program and development colleagues, Board members, and other regional volunteers. The Board and executive team are committed to growing the development team as the SMGO achieves success.

Priorities for the SMGO are to identify and engage prospective major donors (\$25,000 to \$250,000 annual gifts) in all markets where Coaching Corps has programs. This involves more “spade work” in markets where there is a less developed donor community, i.e., Boston, Baltimore, Atlanta and Orlando. Coaching Corps seeks to replicate their successful San Diego donor development model in the other cities.

Coaching Corps is at the forefront of the sports-based youth development field; it a new and emerging vehicle for teaching life skills. This is an exciting opportunity for a high energy, methodical, bold and fearless senior major gifts professional to seize this platform of Coaching Corps to positively impact tens of thousands of kids around the country.

RESPONSIBILITIES:

- Cultivate, solicit and close \$25,000 to \$250,000 gifts in multiple markets where Coaching Corps has programs;
- Map the philanthropic and sports communities in Coaching Corps markets; identify the networks and connections of key donors and influencers; access these individuals and activate these networks;
- Execute on-the-ground, in-market research on prospective donors by in-person meetings and networking in Coaching Corps locations around the country;
- Qualify prospects for capacity and interest in giving to Coaching Corps at a major gift level through substantive contacts and visits;
- Direct and support the efforts of high level volunteer fundraisers in the multiple Coaching Corps locations;
- Work with staff and Board on the identification and cultivation of Regional Advisory Councils to support Coaching Corps’ mission and programs;
- Collaborate with Marketing to develop strategies to raise Coaching Corps’ visibility in its markets;
- Work with staff and Board members to plan and host events as they serve as ambassadors for Coaching Corps;
- Actively guide Board members and volunteers to plan and execute donor interactions;
- Work with program staff as they serve as speakers at regional events and team together for donor cultivation and stewardship visits;
- Design and execute Coaching Corps site visits with program staff and host donors; and
- Complete stewardship reports and other donor materials as needed.

CANDIDATE QUALIFICATIONS/EXPERIENCE

Experience: Minimum of seven years of development experience, with a **minimum of five years of individual major gift** fundraising is required.



Demonstrated success in cultivating, soliciting and closing five and six-figure major gifts; has successfully conducted face-to-face presentations with existing and prospective major donors.

Proven ability to manage projects, set priorities, and work within deadlines is required.

Experience with successfully launching development efforts in new markets/locations. This might be experience with a development operation that is multi-site statewide or national or regional in scope.

A successful track record of working with high-level volunteers/Board members is critical.

Excellent interpersonal and communications skills, both written and verbal with a track record of being able to relate to a variety of individuals and groups.

Professional flexibility to be able to travel approximately 50% of the time to the locations of Coaching Corps' programs including Boston, Baltimore, Atlanta, Orlando, San Diego and Los Angeles.

Demonstrated creativity, problem-solving skills, strong initiative and the ability to work independently.

Knowledge of or passion for organized sports is highly desired.

Education: A Bachelor's degree and knowledge of major gift development techniques are required. A CFRE designation is desirable.

COMPETENCIES/ATTRIBUTES

The successful candidate will have or be:

- **Passion for Coaching Corps' mission and sports-based youth development;**
- Ability to **think strategically** and be **tactically savvy in implementation;** excellent planning and execution skills;
- **Flexible and entrepreneurial;** enjoys **building and growing a donor base** of support for an organization;
- Demonstrated ability to establish **collaborative relationships with colleagues in remote offices;**
- Able to **balance a variety of activities;**
- Able to **thrive in ambiguity;**
- Can work effectively with **autonomy;**
- **Bold, even fearless, in entering new markets** and identifying and cultivating potential donors;
- Comfortable with internal **transparency and visibility;**
- **Confident presence -- comfortable with and energized when** engaging with senior and influential Board and community members;
- **Respectful** of Coaching Corps' fundamentals that contribute to successful programs while engendering future success via **creativity and innovation;**

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- Excellent **oral and written communication** skills as a passionate and persuasive communicator;
 - **Goal oriented**, sharing a **sense of urgency** and purpose; someone with hustle(!); and
 - Possess **humility**, a **service orientation**, and a **sense of humor**.

COMPENSATION

A competitive compensation package, including a comprehensive benefits package, will be offered, commensurate with experience.

*Coaching Corps is an equal opportunity employer
and encourages the candidacy of diverse professionals.*

For additional information regarding this opportunity, please contact:

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