

# Blanton-Peale

Institute & Counseling Center

**Position:** Director of Development  
**Organization:** Blanton-Peale Institute & Counseling Center  
**Reports to:** President & CEO  
**Status:** Full-time, Salaried, Exempt

*Blanton-Peale thrives on diversity and highly encourages applications from people of color and diverse identities. Blanton-Peale offers an equal employment opportunity for all regardless of race, color, citizenship, religion, national origin, sex, sexual orientation, gender identity or expression, age, disability, veteran or reservist status, or any other category protected by federal, state, or local law.*

This position is a hybrid position with the opportunity to work remotely, one to two days per week.

**Summary of Position:** Blanton-Peale Institute & Counseling Center is seeking a Director of Development to lead its fundraising efforts. This newly created position offers an exciting opportunity to implement a recently approved fundraising plan and direct the overall operation of the organization's development team.

The successful candidate will have a proven track record as a nonprofit leader with experience in individual donor development, special events, and foundation and corporate fund development. He/she/they will have a passion for making the world a better place by supporting mental, spiritual and societal wellbeing.

## Responsibilities

In collaboration with the President & CEO and the Development Associate, implement a comprehensive and recently adopted fundraising strategy aligned with the organizations' goals, priorities and growth trajectory.

Blanton-Peale's operating budget is approximately \$5 million. The Director of Development will lead, manage, and implement an annual and multi-year fundraising plan that grows contributed revenue from \$550K to \$800K by 2025. He/she/they will identify the strategic partnerships, tools, and messages that will ensure the success of those plans and will supervise, mentor and provide leadership to the Development Associate who will help implement the annual fundraising plan. In addition, the Director of Development will be an advocate for Blanton-Peale's mission to a variety of stakeholders, including individual donors and prospects, foundations and corporations.

- Serve as a member of the leadership team to communicate fundraising goals and priorities among staff and board, and to integrate those goals into the organization's strategic decision-making.

- Help steward a pipeline of individual and major donors, including identifying prospects, cultivating relationships, and making direct solicitations, in partnership with the President & CEO and Board members.
- Lead board and benefit committee in the production of the annual Norman Vincent Peale Awards Event, including collaboration with and oversight of the event consultant and Development Associate, to achieve both fundraising and donor engagement goals.
- In collaboration with the Development Associate and programmatic leadership, create and implement an institutional giving program and process, identifying aligned foundation and corporate prospects, devising an outreach strategy, and collaborating in development and writing of compelling proposals to support new and existing programs.
- Partner with the President & CEO and Board of Trustees' Development Committee to support the board in their efforts to be strong ambassadors and fundraisers for Blanton-Peale.
- Develop, in conjunction with Development Associate and programmatic leadership, fundraising materials and communication efforts to support fundraising that are aligned with Blanton-Peale's brand and voice. This includes a quarterly newsletter, annual report and other collateral.
- Provide oversight to day-to-day fundraising operations; ensure that the systems, software and protocols necessary for an effective fundraising program are in place, including robust and efficient donor engagement, gift tracking, grant proposal and application submissions calendar, and reporting systems.
- Work with the CFO to provide revenue projections and systematically review and evaluate fundraising effectiveness.
- Cultivate a culture of philanthropy among all staff, board members, and donors.
- Monitor fundraising trends and philanthropic issues and provide recommendations to the President & CEO and Board Development Committee.
- Perform other duties as assigned.

## Skills

- Experienced in and dedicated to all aspects of fundraising: proven track record in individual donor solicitation and raising funds through events; experience with foundation and corporate fundraising a plus.
- Able to think strategically and creatively.
- Exceptional relationship builder and communicator, both interpersonally and in writing.
- Demonstrated success in donor communications.
- Organized and with a strong ability to successfully multi-task.

## Education & Experience Requirements

- Bachelor's Degree required. Masters in nonprofit management a plus.
- Minimum five years of experience with progressive responsibility in a not-for-profit development context.
- Passion for mental health causes, with experience fundraising for mental health causes a plus.

**This position includes occasional responsibilities beyond the hours of the usual workday.**

**The expected salary band for this position is \$110,000 to \$120,000.**

**Benefits include: Generous health insurance benefits (premiums 100% paid for employee and dependents), 5% employer match for 403b retirement fund, life insurance, optional FSA, etc. Generous vacation (20 days per year), personal (7 days) and sick days (up to 12 days), as well as holiday schedule (13 days).**

### **About Blanton-Peale**

In today's world, we are all recognizing the vital importance of mental health care. At Blanton-Peale, we're focused on providing affordable and accessible, holistic, and culturally-responsive mental health services and we're training the next generation of mental health professionals. Blanton-Peale therapists walk with their clients through the challenges of life. They help them to heal, to grow, and to flourish. In 2022, we provided 36,000 sessions of affordable mental health care to New Yorkers who needed it most. This includes talk therapy and complementary psychiatric services. Our goal is to help each person become their best self, the person they were born to be, and to find their own resilience.

And because we work with such a diverse set of clients, Blanton-Peale is a sought-after training ground. Early career social workers, mental health counselors, psychiatrists and psychoanalysts, get the experience they need under the wise and watchful eyes of our expert supervisors.

Our founders, Dr. Norman Vincent Peale and Dr. Smiley Blanton, were innovative, forward-leaning thinkers. In the midst of the Great Depression – a time of rising unemployment, tumult and pain – Drs. Peale and Blanton were among the first to address mental health alongside spiritual care.

**To apply:** Please email cover letter and resume to [development@blantonpeale.org](mailto:development@blantonpeale.org) with Director of Development in the subject line.