

CHIEF DEVELOPMENT & MARKETING OFFICER
SERVING OLDER ADULTS (SOA)
MILWAUKEE, WISCONSIN



SOA is a nonprofit organization serving every Milwaukee County adult 50 and better with the resources they need and the opportunities that interest them throughout the entire aging process.

SOA has partnered with Spano Pratt Executive Search to identify their new Chief Development & Marketing Officer. For a confidential conversation and to learn more about this opportunity, please contact:

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SOA offers several different genres of dancing groups and classes.

ORGANIZATION OVERVIEW

Serving Older Adults (SOA) is a nonprofit organization that provides opportunities and services to adults 50 and better, connecting them to the resources they need, and the opportunities that interest them. They create proactive and positive approaches to aging with the goal of maintaining optimal health and independence as long as possible through their five senior centers in Milwaukee County. These centers offer a place to socialize, exercise, participate in educational and creative classes, dine, and travel. Each year, SOA serves over 5,000 seniors with over 40% living below the poverty level.

Some facts about Seniors today:

- One in six people will be 60 or older by 2030 according to the World Health Organization.
- 5.9 million older adults live below the federal poverty level.
- One in four older adults experience social isolation which research has shown has a negative effect on physical and mental health, longevity and quality of life.
- 9.1% of older households were food insecure at some time during 2022.
- 73% of older adults need help learning to use new devices.
- Only 23% of older adults meet the activity guidelines for regular exercise which allows older adults to stay independent and prevent health problems associated with aging.

Core Values

- We believe older adults have value and should be encouraged to continue to contribute to the world in a meaningful way that enhances their lives, and the lives of others.
- We believe older adults should be treated with respect, dignity, courtesy, and compassion.
- We believe older adults should have opportunities to interact and develop healthy relationships with people of all generations.
- We believe older adults deserve to live a safe, financially comfortable, healthy life with assistance from community resources and social services if needed.
- We embrace diversity and inclusion and celebrate the differences in who we are and what we believe.

POSITION OVERVIEW

The Chief Development & Marketing Officer (CDMO) is a key member of SOA's senior leadership team, responsible for building sustainable philanthropic revenue, elevating organizational visibility, and deepening donor and community engagement to secure SOA's future. This position plays a central role in shaping the organization's sustainability strategy and positioning SOA as a thought leader in senior services and in advancing aging with independence and autonomy.

The CDMO leads all fundraising and marketing initiatives, including major gifts, annual giving, events, grants, sponsorships, and communications, to ensure SOA has the resources and recognition needed to achieve its mission of serving older adults with dignity and independence. The CDMO partners closely with the President/CEO, Board of Directors, and Development Committee to cultivate philanthropic support and strengthen SOA's presence across Milwaukee County and beyond.



Tech Connect is a SOA program designed to help older adults become more comfortable using technology.

KEY RESPONSIBILITIES

Fundraising & Development

- Build and manage a diversified fundraising program including major gifts, planned giving, annual giving, special events, corporate sponsorships, and foundation support; prepare the organization for future capital campaign opportunities.
- Cultivate and steward relationships with donors, prospective supporters, and community partners.
- Lead the planning and execution of annual fundraising campaigns, donor appeals, and stewardship activities.
- Develop and steward a planned giving program that cultivates legacy gifts and strengthens SOA's long-term sustainability.
- Provide monthly development reports and updates to the President/CEO and Board Development Committee.
- Oversee donor database management, ensuring timely and accurate recording, receipting, and acknowledgment of gifts.

Marketing & Communications

- Lead an integrated marketing and communications strategy that strengthens SOA's brand, amplifies its leadership in aging with independence and autonomy, and inspires broad-based support from donors, partners, and the public.
- Supervise the design and production of newsletters, brochures, annual reports, and promotional materials. Manage digital communications, including website, email campaigns, and social media presence.
- Ensure consistent branding and messaging across all internal and external communications.
- Coordinate the monthly production of *The Connection* magazine.

Leadership & Collaboration

- Serve as a member of SOA's senior leadership team, contributing to organization-wide strategy and decision-making.
- Supervise and support the Development team, including the Grant Manager and Community & Outreach Coordinator.
- Partner with program and finance staff to align fundraising strategies with organizational priorities and budget needs.
- Serve as staff liaison to the Board Development Committee, supporting volunteer engagement in fundraising efforts.

Supervisory Responsibilities

- Directly supervise the Development team to include Grant Manager and the Community and Outreach Coordinator

QUALIFICATIONS & EXPERIENCE

- Bachelor's degree in communications, business, nonprofit management, or related field required; advanced degree preferred.
- Minimum of 5 years of progressive fundraising and marketing experience, with proven success in major gifts and donor relations.
- Strong knowledge of fundraising techniques, donor cultivation, and sponsorship development.
- Experience with donor databases and digital marketing tools.
- Excellent written and verbal communication skills; strong storyteller with the ability to connect donors to mission impact.
- Ability to lead, motivate, and collaborate with staff, board members, and volunteers.
- Self-starter, goal-oriented, and highly organized with strong follow-through.
- Demonstrated commitment to community service and SOA's mission of supporting older adults.



Participants build strong social networks by engaging in shared activities. While participating in an activity, 97% report feeling happier and 95% report feeling supported and included.

COMPETENCIES

Strategic Fundraising & Donor Development

- Ability to design and execute a comprehensive, diversified fundraising strategy that includes major gifts, annual campaigns, planned giving, corporate and foundation support, and special events.
- Demonstrated success in cultivating, soliciting, and stewarding major donors and building lasting philanthropic relationships.
- Strategic thinking about long-term sustainability and positioning the organization for future capital campaigns.

Marketing, Branding & Communications Leadership

- Expertise in integrated marketing and communications, including digital media, storytelling, and brand management.
- Proven ability to elevate organizational visibility and build public recognition through strategic messaging and outreach.
- Strong writing and presentation skills to effectively communicate mission impact.

Alignment to Mission

- Passion and Interest: A true advocate for seniors, promoting activities and services to assist them in living a fulfilled and healthy life.
- Mission Communication: Ability to effectively communicate SOA's mission, goals, and impact to external and internal audiences.

Relationship Building & Community Engagement

- High emotional intelligence and interpersonal skill in building authentic relationships with donors, partners, and community stakeholders.
- Ability to serve as an ambassador for the organization, representing it with professionalism and enthusiasm in the community.
- Skilled at fostering strategic partnerships that expand reach and enhance mission impact.

Operational & Data-Driven Management

- Proficiency in donor database management, analytics, and reporting to track performance and guide decision-making.
- Organized, detail-oriented, and capable of managing multiple priorities with strong follow-through.
- Financial acumen to align fundraising goals with organizational budgets and priorities.

COMPENSATION

- Compensation includes a hiring range of \$85k to \$105k plus a full benefits package.



LOCATION: MILWAUKEE, WISCONSIN

In Milwaukee, you'll find urban living and a Midwest ambience combined to provide an ideal work-life balance for modern living. Short commute times, big city amenities, diverse and affordable neighborhoods, below average cost of living, an abundance of natural resources and a nationally recognized education system all come together during an unprecedented time of opportunity and growth. The Milwaukee Region is made up of five counties in southeastern Wisconsin that have a combined population of nearly 1.8 million people.

Sitting on the southwest shore of Lake Michigan, there are numerous beaches with their related activities such as canoeing, paddle boarding, beach volleyball and yoga, sandcastle-making contests, and fishing. Beachfront as well as inland parks cover more than 15,000 acres of land allowing city dwellers to enjoy greenspaces. If you prefer to watch professional sports, Milwaukee is home to the MLB Brewers and NBA Bucks.

Milwaukee is known for its festivals and food scene. The largest festival is Summerfest, a two-week music festival, which brings in close to 900,000 people from across the country to hear their favorite

artists and bands. The Milwaukee food scene continues to grow with more options for exotic taste buds and wild appetites from James Beard award winners to Food Halls.

Milwaukee is home to the famous Milwaukee Art Museum, the Milwaukee Public Museum, Discovery World and The Betty Brinn Children's Museum. Milwaukee features an opera company, ballet, and a symphony. With over 15,000 theater seats, the Milwaukee Theater District ranks No. 1 in the United States for the highest number of theater seats per capita.

For more information about Milwaukee, visit [City of Milwaukee | Home](#).

NOMINATION & APPLICATION PROCESS

This position is not just a job; it's an opportunity to change lives of adults 50 and better. To learn more about SOA, visit <https://servingolderadults.org>

Confidential inquiries, nominations, and questions concerning this search may be sent by email. To be considered for this opportunity, please submit a cover letter and resume to either:

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