

DIRECTOR OF DEVELOPMENT VIDA



VIDA Mission: To empower individuals to make healthy life affirming decisions through education and medical services.

Vida has partnered with Spano Pratt Executive Search to identify their next Director of Development. For a confidential conversation and to learn more about this opportunity, please contact Dave Gromacki or Lindsey Kriete.

Spano Pratt Executive Search Contacts

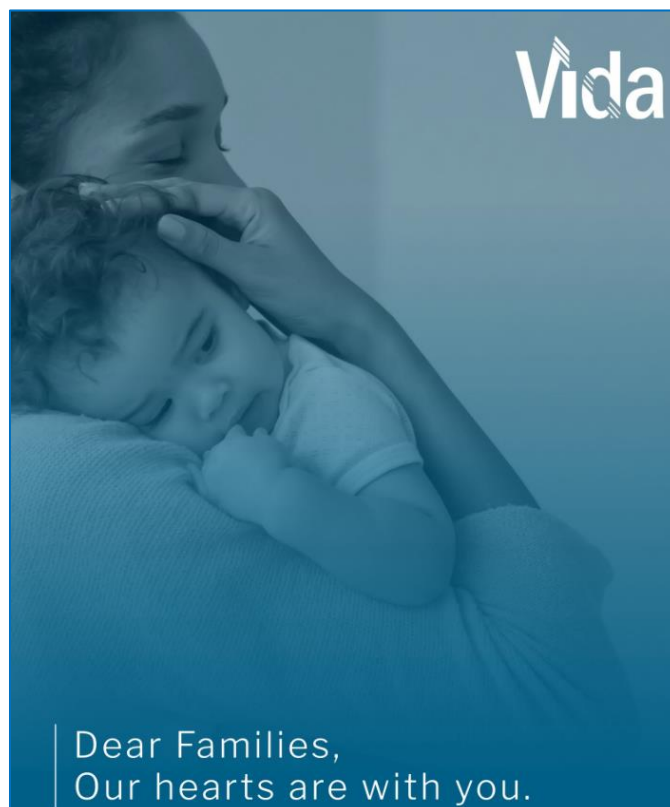
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THE ORGANIZATION

Vida is a not-for-profit organization based in Appleton, Wisconsin. Founded in 1983, Vida has grown to now provide free, confidential, and compassionate medical care, parent support services, material support, and maternity housing for men, women, and families across the Fox Valley and beyond.

Vida's main objective is to walk with women and men through trials and tribulations by offering hope, compassion, and education. Vida firmly believes women and men should be empowered and equipped to make life-affirming decisions. We continue to expand our services so that no woman or man feels alone and unsupported when facing challenges related to their sexual health, unexpected pregnancy, or parenting young children under difficult circumstances.



Vida offers diapers, wipes, clothing (newborn–5T), baby blankets, and other essential baby items at no cost.

POSITION OVERVIEW

The Director of Development is a newly created leadership position responsible for building, managing, and advancing a comprehensive fundraising program that supports the mission and long-term sustainability of Vida. The Director owns the strategy, execution, and results for contributed revenue generated through major gifts, fundraising events, and grants.

Working closely with the Executive Director, the Director of Development will assume primary responsibility for cultivating, soliciting, and stewarding major donors; provide leadership and accountability for all fundraising events; and oversee the organization's grant program and external grant-writing partner.

The Director will establish the systems, plans, relationships, and performance measures needed to grow philanthropic support while ensuring donors experience meaningful and consistent engagement with the organization's mission and impact.



Vida Medical Clinic offers confidential testing and treatment for both men and women, completely free of charge.

CORE RESPONSIBILITIES AS DIRECTOR OF DEVELOPMENT

Fundraising Strategy and Revenue Leadership

- Develop and execute a comprehensive annual development plan with clear goals, strategies, timelines, responsibilities, and performance measures for major gifts, events, and grants.
- Own contributed-revenue performance and provide timely forecasts, pipeline updates, and progress reports to the Executive Director and Board.
- Build a diversified and sustainable fundraising program that balances near-term revenue needs with long-term donor development.
- Evaluate fundraising results, donor trends, and return on investment, and adjust strategies to improve performance.
- Partner with the Executive Director, organizational leaders, and Board members to align fundraising priorities with strategic and programmatic needs.

Major Gifts and Donor Relations

- Build and actively manage a portfolio of current and prospective major donors, leading the full donor cycle from identification and qualification through cultivation, solicitation, stewardship, and renewal.
- Conduct direct, personalized conversations and solicitations with major donors and prospects, involving the Executive Director, Board members, and other leaders when appropriate.
- Create individualized engagement and stewardship plans that connect donors with the organization's mission, programs, outcomes, and funding priorities.
- Strengthen the major-gift pipeline through research, referrals, networking, and consistent relationship-building.
- Ensure timely donor acknowledgment, recognition, reporting, and follow-up.

Fundraising Events

- Provide strategic leadership and overall accountability for all fundraising events, including revenue goals, sponsorship strategy, donor engagement, budgets, timelines, and post-event evaluation.
- Direct and coordinate staff and volunteers who support day-to-day event planning and execution, establishing clear roles, expectations, and deadlines.
- Cultivate and solicit event sponsors, corporate partners, table hosts, and other supporters.
- Ensure events advance broader donor relationships and serve as effective cultivation, stewardship, and fundraising opportunities.
- Assess each event's financial and relationship-building impact and recommend changes as appropriate.

Grants and Institutional Giving

- Own the organization's grant strategy, calendar, pipeline, and results across foundation, corporate, and government funding opportunities, as applicable.
- Manage the external grant-writing firm, providing priorities, program information, budgets, outcomes, and other materials needed to prepare strong proposals and reports.
- Review and approve proposals, applications, and grant reports before submission in partnership with the Executive Director and relevant staff.
- Maintain relationships with foundation and institutional funders and identify new grant opportunities aligned with organizational priorities.
- Coordinate with program and finance staff to ensure grant commitments, reporting requirements, budgets, and deadlines are met.

Development Operations and Accountability

- Maintain accurate donor and prospect records, gift documentation, contact reports, and fundraising activity in the donor database or CRM.
- Establish and monitor development metrics, including donor retention, pipeline activity, solicitations, event performance, grant success, and progress toward revenue goals.
- Prepare regular development reports for the Executive Director, Board, and appropriate committees.
- Develop and manage the annual fundraising budget, including projected revenue and related expenses.
- Ensure fundraising practices comply with applicable laws, ethical standards, donor restrictions, and organizational policies.

Collaboration and Fundraising Communications

- Serve as the organization's internal leader and primary point of accountability for fundraising activities.
- Partner with program, finance, operations, and administrative staff to gather information and coordinate fundraising efforts.
- Engage and support Board members and volunteers in donor identification, cultivation, stewardship, event participation, and solicitation.
- Develop or coordinate the donor-facing case for support, proposals, presentations, appeals, sponsorship materials, impact updates, and other communications directly supporting fundraising.
- Collaborate with staff or outside resources responsible for marketing and communications when fundraising initiatives require aligned messaging or materials; this position is not responsible for the organization's broader marketing function.

LEADERSHIP AND TEAM STRUCTURE FOR DEVELOPMENT ROLE

Initially, this role will lead fundraising through a combination of cross-functional staff, volunteers, and external partners rather than a dedicated development department.

- Provide direction and accountability to employees supporting fundraising-event operations, while respecting their primary reporting relationships.
- Recommend future development staffing, systems, and resources as the fundraising program grows.
- Manage development-related consultants and vendors, including the external grant-writing firm.



Vida's Bro-GRAM is a free program for expectant dads and fathers of children ages 0-3.

QUALIFICATIONS & EXPERIENCE

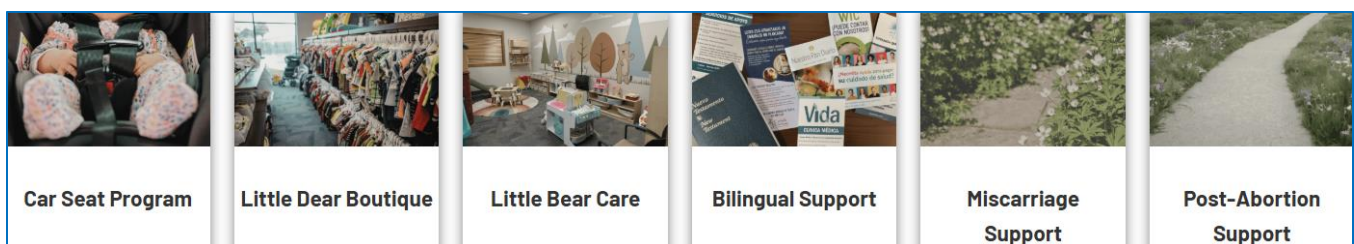
Required Experience:

- Bachelor's degree or equivalent combination of education and relevant experience.

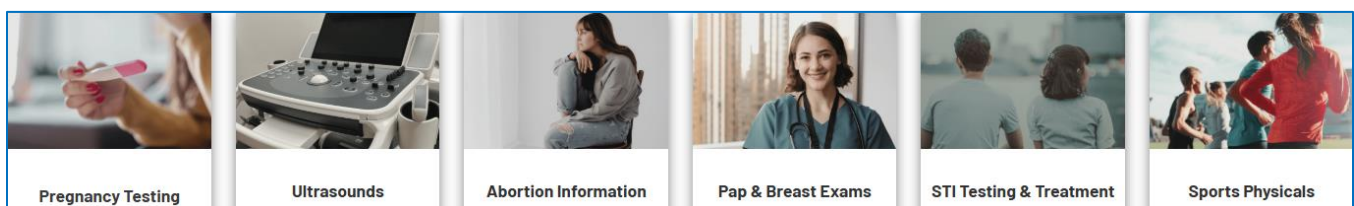
- At least five years of progressively responsible nonprofit fundraising experience, including demonstrated success cultivating and soliciting major gifts.
- Experience developing and executing fundraising plans across multiple revenue streams, particularly major gifts, events, and grants.
- Demonstrated ability to build trusted relationships with donors, prospects, Board members, community partners, staff, and volunteers.
- Experience directing fundraising events and coordinating staff, volunteers, consultants, or vendors to achieve defined goals.
- Working knowledge of grant development, grant reporting, donor stewardship, development operations, and fundraising ethics.
- Experience using a donor database or CRM to manage portfolios, activities, gifts, and reports.
- Strong written and verbal communication skills, including the ability to communicate mission impact and make a compelling case for support.
- Strong planning, organization, judgment, and follow-through, with the ability to manage multiple priorities and deadlines.
- Self-directed, collaborative, and comfortable building the structure and systems of a developing fundraising program.
- Commitment to the mission and values of Vida.

Preferred Experience:

- Experience helping an organization formalize, expand, or professionalize its development function.
- Successful experience with corporate sponsorships, planned giving, annual giving, or capital campaigns.
- Experience partnering with an Executive Director and Board members on donor cultivation and solicitation.
- Knowledge of the communities and philanthropic landscape served by Vida.



Vida offers many support services, including a Car Seat Program for expectant parents and parents, who earn credit during their mentoring sessions towards a new car seat.



Confidential & professional medical services are offered at no cost to the patient at 3 Vida Medical Clinic Locations: Appleton Clinic - Green Bay Clinic - Oshkosh Clinic

CORE COMPETENCIES & PERSONAL ATTRIBUTES FOR SUCCESS

Mission-Driven and Values-Based Leadership

Demonstrates genuine commitment to Vida's Christian mission and values. Models servant leadership, humility, integrity, compassion, and respect for every individual. Works effectively across Christian traditions and preserves Vida's ministry-centered culture while advancing professional fundraising practices.

Strategic Fundraising and Revenue Stewardship

Develops and executes a comprehensive fundraising strategy across major gifts, events, and grants. Aligns revenue priorities with program needs and organizational growth, balancing immediate funding requirements with long-term sustainability. Uses forecasts, donor trends, performance measures, and financial analysis to guide decisions and take accountability for results.

Donor Relationship Building and Philanthropic Engagement

Builds trusted relationships with individuals, businesses, churches, and institutional funders. Leads the full donor cycle, from identification and cultivation through direct solicitation, stewardship, and renewal. Honors longstanding supporters while expanding the donor base across communities and generations, demonstrating patience, resilience, and confidence asking for support.

Compelling Communication and Mission Advocacy

Translates Vida's programs, client experiences, outcomes, and funding needs into a persuasive case for support. Communicates effectively through donor conversations, presentations, proposals, appeals, and impact reports. Adapts thoughtfully to different audiences, navigates sensitive questions, and partners with marketing resources to ensure consistent fundraising messages.

Collaborative Execution and Development Capacity Building

Builds the plans, systems, and accountability needed to establish and grow Vida's development function. Coordinates staff, volunteers, board members, and external partners to deliver effective events, grants, and donor engagement. Demonstrates initiative, organization, and dependable follow-through while maintaining accurate donor records, ethical practices, and clear responsibilities that reduce the Executive Director's workload.



Vida Parent Support Services offers a mentoring program where moms and/or dads are matched up with a mentor who will support them through their pregnancy and/or parenting journey.

COMPENSATION & LOCATION

A compensation range of \$100,000 – 115,000 is offered.



The Fox Valley Region

Location and Travel:

Northeastern Wisconsin is a vibrant and economically diverse region known for its thriving communities, natural beauty, and exceptional quality of life. Anchored by the cities of Green Bay, Appleton, and Oshkosh, the region encompasses the greater Fox Valley, the shores of Lake Michigan and Green Bay, and a network of welcoming suburban and rural communities. Northeastern Wisconsin offers an attractive combination of metropolitan amenities and small-town charm. The region features scenic waterfronts, expansive parks and trails, vibrant downtown districts, and year-round recreational opportunities. Residents enjoy access to excellent educational institutions, quality healthcare, cultural attractions, and a strong sense of community. From the renowned beauty of Door County to the energy of Green Bay and the interconnected Fox Cities, the region offers an appealing environment to live, work, and raise a family.

Northeastern Wisconsin is also recognized for its strong economic foundation, collaborative business environment, and deeply rooted culture of philanthropy and community engagement. The regional economy is supported by a diverse mix of manufacturing, healthcare, education, agriculture, technology, and professional services, with a growing emphasis on innovation and entrepreneurship. Major employers, respected healthcare systems, higher education institutions, and an extensive network of nonprofit organizations contribute to the region's stability and continued growth.

Communities throughout Northeastern Wisconsin share a strong tradition of volunteerism, civic leadership, and public-private partnerships, creating an environment where organizations and individuals can make a meaningful impact. With its combination of economic opportunity, accessible cost of living, strong community connections, and natural beauty, Northeastern Wisconsin offers an exceptional setting for professionals and families seeking both career fulfillment and a high quality of life.

Travel – The main administrative office is in Appleton, WI, and this role may be based out of any of the Vida locations. This position requires regular interaction with donors, community partners, staff, Board members, and volunteers. Some evening or weekend work and local travel may be required for donor meetings, community activities, and fundraising events.

To learn more about Vida: <https://vidamedicalclinic.org/>

To follow Vida: <https://www.facebook.com/vidamedicalclinicwi>

To be considered for this opportunity, please submit a cover letter and resume to:

Dave Gromacki, Executive Search Consultant (dgromacki@spanopratt.com) or Lindsey Kriete, Practice Director (lkriete@spanopratt.com), or apply online at www.spanopratt.com



Vida Trinity House is for people facing an unexpected pregnancy or parenting young children under challenging circumstances. Trinity House offers housing with support, love, and safety.