



LEADERSHIP PROFILE

**Senior Vice President & CDO
Atlanta, GA**



disrupting: poverty.
empowering: inclusion.

"True power in this world comes from economic independence. Nobody can give it to you – you must gain it yourself."

-John Hope Bryant

THE OPPORTUNITY

Operation HOPE is a national movement designed to change the trajectory of the economically disenfranchised. Its goal is to provide financial dignity and equity of opportunity for all. The recent COVID-19 pandemic has heightened the economic divide and made the work of Operation HOPE even more urgent.

To aid in the growth and impact of Operation HOPE, the organization seeks a Senior Vice President and Chief Development Officer to formalize and grow its fundraising efforts.

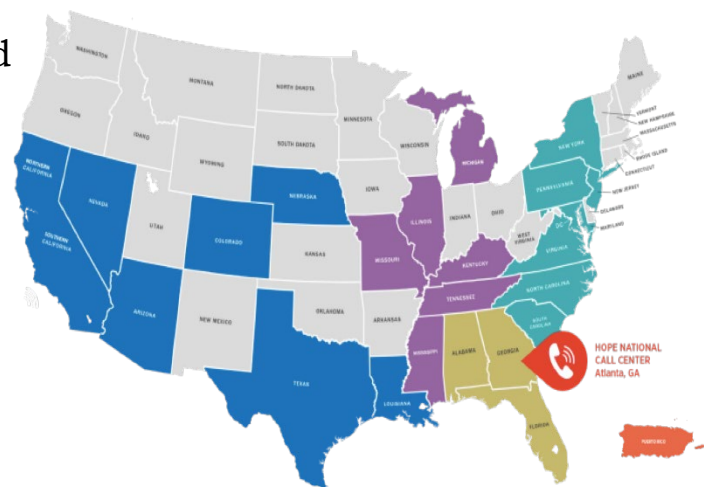
At its heart, Operation HOPE is a financial empowerment organization which gives low and moderate income individuals and communities an actionable pathway out of poverty. A major cause of generational poverty is lack of financial literacy and inclusion. Operation HOPE addresses this on a global scale through financial coaching, access to financial products and services, youth empowerment education, and disaster recovery services. This dynamic, innovative and impactful nonprofit organization has grown over 500% in the last five years and is poised for more growth.



Operation HOPE has a fee for service model which accounts for approximately eighty percent of its revenue. Fifteen percent of its revenue is from grants and five percent is from private funding sources. There is tremendous opportunity to grow the funding portfolio beyond corporate partners.

There are several lines of fee-for-service at Operation HOPE. Its flagship program is [HOPE Inside](#), an award-winning model of community uplift. The goal of all HOPE Inside programs is to raise client FICO scores to 700, a score which will open a range of financial opportunities.

HOPE Inside Adult offers financial wellbeing coaches, located inside banks and credit unions, community-based organizations and municipalities, or available via the phone. They provide one-one coaching sessions and workshops to individuals and communities at no cost to the client. These coaches are at the front-line of moving individuals out of poverty and into economic self-sufficiency. They focus on increasing credit scores and access to capital through a range of services from credit and money management, homebuyer preparedness and small business development.



HOPE Inside the Workplace is the latest addition to HOPE Inside services. It delivers credit and money management coaching services to employees through employer wellness programs. Operation HOPE financial wellbeing coaches provide workshops, lunch-and-learn



HOPE Inside is in 152 locations with current commitments to more than 200 new locations. The organization delivers programming through a layered approach inclusive of face to face, virtual, and digital platforms to extend services to individuals using video and smart-phone applications.

Other HOPE Inside programs focus on emergency preparedness and financial recovery from disasters, as well as youth programs, including financial literacy and entrepreneurship.

HOPE Global Forums are a community of events that serve as a call to action: to reimagine the global economy and galvanize thought and action around building an economy that enables the benefits and opportunities of free enterprise to be extended to everyone. Past speakers of the annual Global Forum include Tom Brokaw, Deepak Chopra, and several private and public sector CEO's, foundation and government leaders.



HOPE Research & Impact Institute is the reporting and measurement division of HOPE. It serves as the central body responsible for measuring and evaluating the impacts of HOPE's programmatic services portfolio. It also brings together leading experts in finance, research, academia, and public policy to provide the highest quality research, thought leadership, policy recommendations and analysis on a full range of issues surrounding poverty, financial wellbeing, disaster preparedness and recovery, and economic growth.



Operation HOPE is an innovative organization and will continue to revise and expand its portfolio of offerings to scale its impact and drive economic empowerment to underserved communities throughout the country.

THE RESPONSIBILITIES

The Senior Vice President, Chief Development Officer (CDO) will be a strategic partner to the Partnerships team and a key resource to Operation HOPE. This is an exciting opportunity to fuel the scale and impact of Operation HOPE by increasing its fundraising and implementing an expanded, structured approach. The CDO will have a personal commitment to investing the time and effort essential to impacting Operation HOPE'S growth and mission accomplishment. Specifically he or she will:

- 1. Lead, develop and grow fundraising.** The CDO will have vision, experience and proven expertise across a comprehensive spectrum of fundraising methods with a track record of building a successful function and achieving results. The CDO will develop and execute a strategic plan for growth. On a day to day basis, the CDO will ensure that the development efforts as a whole are coordinated and working at the highest level of efficiency and professionalism, both internally and externally. The CDO will be responsible for close coordination across the HOPE Partnerships team and with other departments.



- 2. Analyze and leverage opportunities for growth.** The CDO will be a strategist with knowledge of best practices and the ability to analyze results, leverage data and apply lessons learned. The CDO will develop and execute cultivation, solicitation and implementation strategies for independent and partnered meetings with prospects and donors. Examples include leveraging employee giving programs and expanding existing relationships for annual giving. The CDO will have broad experience, especially with individual, corporate and foundation gifts.
- 3. Build a best-in-class development operations capacity.** The CDO will be a strategic leader whose work fuels and facilitates the overall fundraising success of the organization. The CDO will be responsible for delivery of timely, insightful data analytics and prospect research, moves management counsel, processes, infrastructure and reporting. The CDO will build a strong operational foundation that supports achievement of ambitious goals and milestones.



4. **Provide analytics, tracking and reporting in support of growth.** The CDO will be expert at donor segmentation, analytics and insights, and will assess and prioritize prospect pools and individuals. The CDO will strategically track and report on trends and progress, identify gaps and be a source of fresh approaches, ongoing and unexpected targets and opportunities. The CDO will be a resource on internal and external data, will highlight and continually enhance a pipeline of prospects, and will play a key role in strategizing growth. The CDO will be a valued source of ideas on how to move prospects forward in the right way at the right time.
5. **Be a trusted resource for executive leadership.** The CDO will work effectively and proactively with the Executive Team and the HOPE Partnerships team. The CDO will build a solid operational and communications framework to underpin progress and success. An excellent listener and communicator, the CDO will be a sought-after source of information, analysis, ideas and solutions. The CDO will interact easily and effectively with the Executive Team, Board members, colleagues and donors.



- 6. Be a great manager of people, projects, and operations.** The CDO will build and lead a high-performing development team that embraces proactivity, urgency, customer service and long-haul strategic planning. The team will set ambitious goals and standards for every aspect of fundraising support including gift acknowledgement, personalization, financial efficacy, data quality, donor profiles, prospect research, event support, mailings and appeals. The CDO will manage a talented, collaborative team that provides top-notch donor service and works collaboratively with Development peers and across the organization.

THE CANDIDATE

The ideal candidate is an extraordinary professional with proven results in fundraising and growth. The CDO will have authentic passion for financial literacy and the constituents Operation HOPE serves. Personal assets will include:

- High energy and desire to roll up the sleeves and make things happen
- Adaptability, creativity, and resourcefulness
- Affinity for a fast-paced, multi-stakeholder environment
- A magnetic, engaging, and positive personality
- Superior intellect, presence, gravitas and credibility



- A passion for bold ideas, innovation, and big challenges
- Ability to lead, prioritize and drive results
- Self-confidence and humility
- Ability to build shared vision and a collaborative cross-functional team
- Strategic, organizational and prioritization abilities; a good multi-tasker and time/resource manager
- Experience with Salesforce software

THE RELATIONSHIPS

The Senior Vice President, Chief Development Officer reports to the President, HOPE Partnerships. The CDO will manage current staff of one Grant Writer, and a soon-to-be hired Donor Administrator with the potential for an additional Grant Writer.



THE LOCATION

Operation HOPE is headquartered in the downtown Atlanta, Georgia. Atlanta is home to over five million residents and considered among the most dynamic metro areas in the U.S. Regularly cited for its livability, Atlanta ranks in the top five cities nationally for Fortune 500 headquarters. It is home to the world's busiest airport and major educational institutions including Emory University, Georgia Tech, Georgia State University and the country's largest consortium of historically black colleges and universities.

For potential consideration or to suggest a prospect, please email
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