



Central Association *of the* Miraculous Medal

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Central Association of the Miraculous Medal Philadelphia, PA Capital Campaign Director (Onsite - Contract Position) <https://miraculousmedal.org/>

THE INSTITUTION

Founded in 1915, the Central Association of the Miraculous Medal (CAMM) is dedicated to spreading devotion of Mary and her Miraculous Medal and supporting the Vincentian Priest and Brothers of the Eastern Province of the United States who serve the most vulnerable of society. CAMM's headquarters in Philadelphia serve people across the US and in 142 countries worldwide. CAMM ensures that faith will move forward in the future through the Beyond Sunday® program and the Basilica Shrine of Our Lady of the Miraculous Medal.

The Basilica Shrine of Our Lady of the Miraculous Medal located in the heart of Philadelphia provides visitors a sanctuary for prayer, meditation, and pilgrimage to God and to Our Blessed Virgin Mary, as well as the opportunity to enjoy the Museum's historical collection of Marian and religious artwork.

For additional information about CAMM, please visit <https://miraculousmedal.org/>.

THE POSITION

Reporting directly to the CEO, the Capital Campaign Director is responsible for leading and executing a comprehensive fundraising campaign with a goal of \$10M. The campaign is aimed at securing significant donations to support CAMM's organizational initiative, including developing strategy, managing a team of fundraisers, cultivating relationships with high-net-worth donors, and ensuring the campaign reaches its financial goals within a set timeframe. The Capital Campaign Director works closely with the VP of Institutional Advancement and the ad hoc Capital Campaign Committee in carrying out a broad-based fundraising plan targeting individuals, corporations, and foundations to support the Campaign. This is a two-year full-time contract position with the potential to extend.

Specific Responsibilities

- Reports to the CEO and serves as a member of the senior leadership team.
- Serves as an integral member of the advancement team, working closely with the CEO, VP of Institutional Advancement, and collaboratively with corporate sponsors, major gifts, planned gifts, individual giving, research, and events staff.
- Maintains regular communication with the CEO, committees, consultants, and volunteers associated with the capital campaign.
- Serves as the Primary Point of Contact for the Campaign.
- Implements, manages, and reports on all Capital Campaign functions.
- Develops and manages Campaign prospect lists, including research and tracking.
- Assists with recruiting, training, and managing Campaign volunteers.
- Schedules and supports Campaign and donor meetings.
- Manages the Campaign budget.
- Plans and executes Campaign related events.

Campaign Functions

Campaign Strategy Development

- Working with outside campaign consultants, create a comprehensive capital campaign plan, including timelines, budget, and fundraising tactics.
- Identify and prioritize key donor segments (individuals, corporations, foundations).
- Develop messaging and materials aligned with the campaign's objectives.

Donor Cultivation and Solicitation

- Working with the VP Institutional Advancement, the Campaign Director will lead the identification, qualification, and cultivation of major gift prospects.
- Conduct personalized outreach to high-net-worth donors through meetings, phone calls, and written communications.
- Prepare compelling proposals outlining the impact of donations on the campaign goals.
- Manage a portfolio of major donors, ensuring consistent engagement and timely follow-up.

Team Leadership and Management

- Assemble and manage a dedicated capital campaign team, including staff and volunteers.
- Delegate tasks, set clear expectations, and provide ongoing coaching and support to team members.
- Monitor campaign progress, identify areas for improvement, and make necessary adjustments.

Campaign Communications and Marketing

- Develop and execute a comprehensive communication strategy to promote the campaign to donors and stakeholders.
- Create engaging marketing materials, including website content, brochures, presentations, and event invitations.
- Manage public relations efforts to build awareness and excitement around the campaign.

Reporting and Analysis

- Track campaign metrics, including fundraising progress, donor engagement, and conversion rates.
- Prepare regular reports for leadership and key stakeholders, providing insights and recommendations.
- Analyze donor data to identify trends and inform future fundraising strategies.

Qualifications

- Must have an understanding of and a passion for the mission of CAMM with an appreciation for Vincentian values and an understanding of Catholic faith.
- Minimum of 7 years of experience in fundraising.
- Proven experience in major gift fundraising, with a successful track record of securing six- and seven-figure gifts.
- Proven leadership abilities to manage a team of fundraisers and volunteers.
- Experience planning and implementing a capital campaign with strong analytical skills to evaluate campaign performance and make data-driven decisions.
- Deep understanding of fundraising best practices and compliance regulations.
- People-oriented with a natural and innate desire to connect and build relationships.
- Ability to work cross-functionally with various internal and external constituents.
- High level of discretion and ethical approach to fundraising.
- Flexibility with work duties assigned and openness to changing organizational priorities.
- Excellent communication, interpersonal, and presentation skills to effectively engage with high-level donors.
- Ability and desire to master the donor database and reporting software (Blackbaud Raiser's Edge NXT).
- Bachelor's Degree required.
- Must be willing and able to travel across North America.
- Available to attend events after work hours or weekends as needed.
- This is an onsite position in Philadelphia with the flexibility to work remotely one day a week.

For inquiries, nominations and applications, please contact:

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