



Opportunity Profile

CHIEF DEVELOPMENT OFFICER
ALPHA CANADA

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Alpha Canada is seeking an experienced fundraiser to lead the Philanthropy Team as Chief Development Officer.

As Chief Development Officer you will inspire Canadian supporters to engage and invest in Alpha Canada's exciting vision for the future: unleashing the hope found in Jesus and seeing lives transformed through the power of authentic relational community achieved through the Alpha Course. When you work at Alpha Canada, your passions and talents come together to meet the greatest need in the world today. Alpha Canada is passionate about evangelism. As a servant leader you will work with internal stakeholders and external partners to ensure alignment with the Canadian and International organization's strategy.

If you are an executive leader with a skill-set in philanthropic engagement, team-building, and a passion that aligns with the mission of Alpha Canada, we would love to hear from you!





POSITION SUMMARY

The Chief Development Officer will generate value and raise funds for Alpha Canada as well as its international programs through leadership of all philanthropic engagement and relationships with high-net-worth individuals, corporations, foundations, and legacy givers, as well as develop meaningful partnerships with Canadian churches.

As a member of the Alpha Canada Leadership Team, you will participate in strategic planning for the organization and create a growth plan for the Philanthropy Team that inspires and provides a way for Canadians to shift the typical charitable value exchange from simply good will to effective impact in the world. Alpha Canada aspires to be the top partner of choice for high-net-worth givers and other specialized partners.

Does this Sound Like You?

- You are a servant leader that is people-centric, entrepreneurial, data savvy, and a great storyteller who communicates from the heart, executes with the mind, and is inspired by the Holy Spirit.
- You are a passionate fundraiser who builds required systems and ways of working, and unifies a team to perform at a high level of excellence.
- You are a creative thinker.
- You are driven and results oriented.
- You are a trusted thought partner.
- You are a collaborative and persuasive communicator.

QUALIFICATIONS

Education

- Master's degree (preferred) or Bachelor's degree in business administration or equivalent.
- CFRE designation is strongly preferred.

Experience

- 7+ years of successful not-for-profit fundraising.
- 5+ years of experience in coaching teams toward excellence.
- Proven success at raising and retaining a \$1M annual portfolio of major donors; comparable experience in corporate sales will be considered.

Knowledge and Alignment

- Knowledge of the non-profit sector, and CRA fundraising rules and guidelines.
- Strong business knowledge and able to think/strategize in a number of business environments.
- Exceptional knowledge of philanthropy strategies/public relations to build brand awareness and donor confidence.
- Must be fully aligned with the mission and values of Alpha Canada.



OUR STORY

Alpha began at a church called Holy Trinity Brompton (HTB) in London in 1977. It was taken by Nicky Gumbel in 1990 and repositioned as a course for those outside the church. The number of people attending Alpha at HTB grew quickly into the hundreds and attracted the attention of other churches across denominations seeking to find an effective tool for evangelism.

This led to the first Alpha conference in 1993 at HTB where over 1000 church leaders attended to learn about Alpha and how to use it in their congregation. As interest grew, Alpha conferences were organized internationally and the original Alpha Film Series was filmed in 1994 to make it accessible to the widest possible audience.

Alpha courses were run by local churches in Canada in the 1990s, and the Alpha Canada National Office was established in November 1998. Currently, the Alpha office is located in New Westminster, BC. Now all over the world millions of people have tried Alpha and it has been translated into 112 different languages. The Alpha Talks have been repackaged for today's audience in the Alpha Film Series, and the Alpha Youth Series was created to reach a younger generation with the Gospel. Even as times have changed, the Alpha course has continued to be used by the Church as an effective tool to reach the lost with the Gospel of Jesus Christ.

WHY ALPHA?

Re-imagining how the Church shares life, faith, and Jesus.

Alpha helps create a space for encounters.

People come to discover a relationship with Jesus and experience the Holy Spirit.

Alpha creates a culture of invitation.

As people invite their friends to Alpha they get to experience the joy of seeing first-hand the work of the Holy Spirit in salvation. This encouragement helps entire church communities recapture the joy of evangelism.

Alpha creates a discipleship and leadership pipeline.

Guests who come on Alpha will often come back as helpers to the next one, and integrate into the greater life of the Church.



KEY RESPONSIBILITIES

- Sit on the Alpha Canada Leadership Team.
- **Team Leadership:** Provide leadership, inspiration, and direction to the Philanthropy Team. Coach and mentor direct reports so they can grow and serve as capable and confident contributors. Create an environment of respect, accountability, motivation, and productivity. Ensure ownership and clarity of goals, and encourage/foster collaboration and innovation across the organization. Ensure that the necessary capabilities and supporting infrastructure are in place for the whole team to thrive. Encourage the team to identify synergies and opportunities with other functional groups and ensure proactive planning and communication where there is intersection of products, brand, donor communication, supporter experience, etc. Model Christian servant leadership in an authentic fashion that is humble and yet sets a high standard for excellence in performance.
- **Sustainable Revenue Growth:** Grow the revenue stream through effective stewardship of existing donors by strengthening development strategies and by implementing aggressive plans to prospect for and engage new donors through innovative fundraising approaches. Develop and execute clear short-term and long-range plans for development with a focus on income diversification. Monitor progress toward the Philanthropy Team's goals. Manage the pipeline of anticipated gifts and regularly communicate with the National Director.



- **Donor Relationships:** Manage a personal portfolio of key donors and prospects. Identify and plan for each key donor relationship by creating a unique approach to meet individual needs and expectations. Engage in personal connection and close on requests for any donor relationship in support of the team.
- **Reach Increasing Targets:** Responsible for securing the annual revenue targets required to meet strategic ministry and fundraising goals. Design and implement a detailed, comprehensive, and effective fundraising strategic plan; continuously monitor and evaluate to ensure acceptable return on investment. Maintain and increase giving from mid-level donors, major donors/prospects, planned giving, and foundations.
- **Develop Systems:** Maximize donor relationship support including gift acceptance, entry, receipt, and acknowledgment systems.
- **Strategic Planning:** Work with the Alpha Canada Leadership Team and other colleagues to create an achievable high-level vision and overall direction for the organization. Develop corresponding mid and long-term plans, and communicate with and inspire the team on the strategy and alignment.





- **External Relations:** Represent Alpha Canada and the Alpha Campaign to share, collaborate, and solve challenges, including through matrix connections with global philanthropy initiatives. Seek opportunities to leverage best practices from the global partnership to move quickly and maximize efficiency and effectiveness. Maintain a public-facing leadership role in the not-for-profit sector through attendance and presentations at professional conferences, and through membership in and contribution toward professional societies or working groups. Stay abreast of philanthropic, economic, social, and educational trends related to fundraising, and to current themes in philanthropy. Ensure that the team is well informed of changes in legislation and other trends and initiatives that could impact fundraising efforts.
- **Church and Christian Partnerships:** Empower the team to grow Alpha Canada's partnerships with Canadian churches, Christian faith leaders and pastors, and Canadian Christians in an effort to pursue and support the organizational mission.

ADDITIONAL QUALIFICATIONS

Working Conditions

- Must be able to work evenings and weekends – schedule is often determined by donor availability and/or fundraising events.
- Must be willing to work long hours to reach fundraising deadlines.
- Must be willing to travel to meet with potential donors.

OUR SEARCH TEAM



MARK KRAFT
LEADING THE SEARCH

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.

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JEFF PITCHFORD
SUPPORTING THE SEARCH

Jeff is an accomplished Senior Executive, with over 25 years of leadership experience across the chemical manufacturing and food processing industries. He wears many hats including Business Consultant, Executive Coach, Board Member, Forum Chair and Birkman Certified Professional. Jeff specializes in leadership development and team-based business success. He is passionate about developing leaders and building high performance teams.

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KEITH KNIGHT
SUPPORTING THE SEARCH

Keith has a long career in leadership development, communications and marketing. Over the past decade he served as Executive Director of the Canadian Christian Business Federation, a national network of Christian business and professional leaders. He inherited a small group of business leaders consisting of seven chapters in southern Ontario and grew the organization into a national network of 70 chapters with a database of 6,500 business and professional leaders, including about 80 Christian non-profits.

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ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline for this search:

Location: Remote/Hybrid – office located in New Westminster, BC

Application Deadline: February 6, 2023

Short List Interviews: February 2023

Start Date: March 2023

HOW TO APPLY

Please forward a PDF of your resume and cover letter to info@nelsonandkraft.com.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.