



PENNSYLVANIA
PRISON SOCIETY
justice & compassion

INDIVIDUAL GIVING DIRECTOR (Part-Time)

BACKGROUND INFORMATION

ABOUT THE TEAM:

WHO WILL THE INDIVIDUAL GIVING DIRECTOR WORK WITH?

Who is Claire (Executive Director) and what is she like to work for?

[Claire Shubik-Richards](#) was hired in 2017 as the Society's Executive Director. Her mission is to transform the nation's oldest prisoners' rights organization into a powerful contemporary advocate. Claire's career has been dedicated to using research to make communities better. Claire began her career as an investigator of police misconduct at the New York City Civilian Complaint Review Board. From that early experience in independent oversight, Claire went on to earn her law degree, work for the federal courts, and conduct research and planning at the Vera Institute and Pew Charitable Trusts. Claire has lived in New York City, Connecticut, the Mississippi Delta, Pittsburgh and the City that Loves You Back -- Philadelphia. Claire lives with her husband, two young sons, and a cat.

Though Claire does not have a background in development, she recognizes its importance. Claire has tripled foundation support during her time and the Society. Under Claire's leadership our largest individual donor has quadrupled their annual gift. Though Claire celebrates these successes, she knows there is a lot more she and the team could do with the support of an Individual Giving Director. Claire is looking for a Individual Giving Director who wants to collaborate with her and who excels at managing up to her. Claire knows she could do more cultivation of major donors, but with so much on her plate, she needs a task-master to keep her on track so that donor outreach doesn't fall to the end of her to-do list. She needs someone to help keep this a priority, to create a plan for Claire and senior leadership to follow, and then work that plan.

Here's what some staff have said about the Society's culture and Claire's leadership:

- *"Our culture is collaborative and warm, while also being focussed on performance. We are a clear, direct group of people who support each other and focus on getting this vitally important work done."*
- *"Both fast-paced and flexible. I have a lot on my plate but Claire is so good at helping me figure out what should be on the front burner that I never feel overwhelmed like I have in other jobs."*
- *"I love that even though I don't go into prisons on a daily basis, I get to see the impact our organization makes. The mom of someone who was incarcerated was here a few weeks ago, got emotional and started crying. She apologized and we reassured her that that's exactly why we're here - to help her."*
- *"If you are interested in our criminal justice system, you'll get a lot of insight into that world that you cannot get anywhere else because the Society is the only national organization that has the access it has."*
- *"The two words I would use to describe Claire are thoughtful and understanding. She always helps me understand why I'm doing something and totally gets that we all have lives out of work."*
- *"In our staff meetings, Claire has a great way of acknowledging the work we're doing even while giving us more. She'll say very genuinely "thank you so much for doing X, Y, and Z, now here's something else that needs to get done." It always lands well."*
- *"She makes jokes throughout the day. She's professional but I don't feel like I need to be uptight around her. She's relaxed and easy to talk to."*

Who else will I be working with closely? What are they like?

Senior staff, the Board Development Committee and the Society's communications and strategic consulting partners, [Vim Collaborative](#) all contribute to development initiatives.

Senior Staff: The Society's two programmatic directors, Prison Monitoring Director Noah Barth and Social Services Director Kirstin Cornnell cultivate funders, help set strategy, and write grant applications.

Board Development Committee: The Society has never had more expertise and commitment on the Board Development Committee as they do now. Board bios can be found on our [website](#) (scroll down). Members of the Committee include Carol Petratis (chair), Stefanie Christmas, David Davis, and Mathew Ray, whose Social Media and Marketing firm [ChatterBlast](#) provides pro bono support to the Society's social media strategy. In FY19/20 every member of the board made a financial contribution. Many members of the board want to do more -- engage their networks, host house parties, set ambitious targets. The Individual Giving Director will support them in these endeavors.

VIM Collaborative: The Society's communications and strategy partner, [VIM Collaborative](#) is embedded in our planning and operations. Collaborative [Principal Jena Croxford](#) plans and oversees all the Society's communications work, including public awareness and fundraising communications. Jena, along with her partner [Meghan Covington](#), have facilitated and contributed to overall organizational strategy for the last four years. Jena joins weekly staff meetings.

Jena and Meghan participate in the Development Committee. Meghan is facilitating the search for our new Individual Giving Director.

Who will report to me?

While there are no direct reports, there are a host of people to support the manager's work. In addition to the people mentioned above, our Customer Service Associate, Finance and Operations Manager, and rotating group of 5 interns can assist with data entry and other tasks.

WHAT DEVELOPMENT INFRASTRUCTURE EXISTS?

Institutional Giving. Claire and the Senior Staff have an excellent track record at cultivating institutional foundations. They are skilled grant-writers and foundation networkers. Under Claire's leadership, the Society has secured multiple grants including:

- A three year \$150k grant from the van Ameringen Foundation to strengthen our ability to address mental and behavioural health concerns behind bars.
- A one-year \$250k grant from the MKM Foundation for general operating support.
- A two-year \$300K grant from Arnold Ventures for the Society to partner with our two sister organizations the John Howard Association of Illinois and the Correctional Association of New York. The goals of the grant are for the organizations to learn from each other and increase our collective impact. This partnership positions the Society to go after additional national funders.

Events. When in-person events were possible, the Society hosted one "friend-raiser" a year, the [Love Above Bars Bash](#). This moving event has historically raised friends, but not necessarily funds. The Development Committee plans this event with support from Society administrative staff.

For the last three years, the Shawn Carter Foundation invited the Society to showcase its work in the [Made in America Festival](#) attended by 130,000 people.

CRM. In 2018 the Society migrated from a very clunky, outdated, and poorly maintained donor management platform to [Kindful](#). We use Kindful for both donor and volunteer management. The platform syncs with Mailchimp which we use for communications. Kindful is easy to use, easy to integrate and has great customer service. That said, we have not had a consistent, knowledgeable person managing data entry. The Individual Giving Director will need to partner with the Finance and Operations Manager to clean up historic data and manage quality assurance for data entry going forward.

What are some of the opportunities and challenges I may encounter?

We are brimming with potential. The relevance of our issues and the attention paid to our issues has never been greater. We are a statewide organization that has only begun to scratch the surface of our potential for statewide support.

We have 300 exceptionally dedicated statewide volunteers, who have the potential to be powerful ambassadors but who, for the most part, do not understand how critical raising funds for the organization is for fulfilling our mission.

THE ORGANIZATION

I haven't heard of the Pennsylvania Prison Society...what are they known for?

Founded in 1787 by signers of the Declaration of Independence, the Society is the country's oldest human rights organization. It is also the only non-profit organization in the country with statutory access to all incarcerated people and facilities in its state. If you are interested to read the history of the Society, you'll enjoy [THIS](#) account that tells you about our history up until the 1950s.

How can I learn more about the Society?

- Our Facebook page is [HERE](#), our Twitter feed [HERE](#), and we're [HERE](#) on Instagram.
- We're excited the Society has been featured in so many great news articles [HERE](#)
- Six (6) times a year we publish [Graterfriends](#), a newsletter by and for people incarcerated in Pennsylvania state prisons

Is there a focus on diversity on this team and in this organization?

Yes. Our staff is 33% people of color. We are proud that four (4) of our Board members have been incarcerated or have a family member serving time so they understand the issues we're addressing in a personal way. One member of our Board has worked in corrections. Our Board is 30% Black, 20% female, and 13% LGBTQI. We welcome the opportunity to add more diversity to both our staff and our Board.

LOGISTICS

What hours will I work?

We expect the the individual giving director to work an average of 20 hours a week for the Society. The exact schedule is flexible.

Where will I work?

Society offices are in Philadelphia. Public health requirements permitting, we will ask that you work out of the Philadelphia office at least two days a month. Being integrated into our team will be critical for fulfilling your strategy.

Is there any travel required for this role?

Yes. With supporters in every region of the state we expect our Individual Giving Director to embark on a minimum of five outreach trips a year.

What is the compensation?

The budget for this role is 40k for one year, with the intention that the role pays for itself in the future. The Society provides flexible time off.