



Director of Development

At The Well

Remote

Salary: \$100,000+

The Organization

Founded in 2016, At The Well (ATW) is a women's wellness organization rooted in ancient Jewish wisdom, dedicated to enhancing well-being, connection to Judaism, and leadership. Initially created as a newsletter focused on the Hebrew months, ATW now supports over 4,400 women through Well Circles—spaces for intention, reflection, and support. Guided by values of community, wholeness, courage, inclusivity, and joy, ATW empowers women with accessible Jewish learning, fosters belonging, and encourages leadership. Through programs, products, and tools like the monthly Moon Manuals, ATW translates ancient practices for modern use, helping women apply Jewish wisdom in their communities. ATW aims to become a well-known resource that addresses the need for connection and belonging in a time of widespread loneliness.

Our Impact

- Over 4,400 women have participated in Well Circles (home-based monthly Rosh Chodesh groups) ranging in ages from 18 – 80+.
- Participants engaging with ATW hail from 16 countries and all 50 states
- 25% of Well Circles are racially and ethnically diverse, 32% are intergenerational, 38% represent socioeconomic diversity, and 46% include members of the LGBTQ community.
- Each year they have over 200 volunteers engaged.
- Increasing numbers of women are stepping into Jewish leadership – in their Well Circles, through At The Well programming, and in their communities.

The Position

ATW is seeking a passionate, entrepreneurial individual to serve as the Director of Development (DoD). The DoD will partner with the Chief Operating Officer and Founder/CEO on fundraising efforts and lead a culture of philanthropy at ATW. The DoD will be responsible for strengthening the mission of the organization by creating, planning, and managing a comprehensive annual and multi-year development and fundraising strategy to deepen and sustain organizational growth. In collaboration with a network of partners and stakeholders, the DoD will play a key role in supporting existing organizational relationships and cultivating new opportunities with a focus on individual donors, family foundations, and major gifts. The DoD will manage, retain, and grow a portfolio of existing and new donors, overseeing stewardship and recognition and collaborating with organizational leadership on relationship management strategies. The DoD will be instrumental in storytelling, conveying the mission of ATW to a variety of stakeholders, and creating content for development initiatives (including proposals, donor collateral, campaigns, and reports). The DoD will collaborate across the organization to organize and execute development initiatives. This position will report to the Chief Operating Officer.

Fundraising Leadership, Strategy, and Implementation

- Develop and implement the organization's comprehensive fundraising strategy and program with a focus on increasing individual giving (family foundations, individuals, and major donors).
- In partnership with the ATW leadership and Board, lead and manage key relationships and donor lifecycles, including stewardship and recognition.
- Work in collaboration with the ATW leadership on annual and long-term strategic financial planning to ensure organizational growth and sustainability.
- Participate in board meetings, present strategic plans, provide detailed status updates and analysis, and robust donor reports.
- Outline concrete fundraising metrics and benchmarks, track ongoing goals to accurately measure growth, and determine areas of opportunity. Report on progress on a monthly, quarterly, and annual basis.
- Maintain and elevate the existing CRM (Salesforce); centralize and streamline advancement initiatives and activities; oversee the CRM's management for fundraising and prospect management, as well as data collection for impact reporting.
- Ensure alignment between fundraising best practices and the organization's mission and values.
- As needed, represent ATW at select public events and speaking engagements on a local, regional, and national level.

Individual Giving and Major Gifts Strategy

- Research, identify, and cultivate individual giving and major gift opportunities. Conduct outreach and participate in meetings, follow-up, and track next steps.
- Partner with the CEO/Founder and board to solicit major gifts and develop tailored proposals in alignment with donors' interests and organizational priorities.
- Develop and implement annual and long-term strategic plans toward receiving both unrestricted and restricted funds from individuals and family foundations.
- Manage the organization's donation management system and other aspects of donor stewardship and communication.
- Report monthly on metrics relating to individual donor acquisition, retention, and engagement.
- Maintain an annual fundraising planning calendar, including grant opportunities, reporting, and required benchmarks. Work in coordination with ATW staff on grant compliance and reporting.
- As needed, coordinate grant proposal development processes across the organization to research, ideate, write, and fully execute LOIs and proposals.

ROLE OVERVIEW (cont.)

Marketing, Storytelling, and Events

- In partnership with the Marketing team, create and maintain a suite of fundraising materials to include, but not limited to, organization and program materials, case-making materials, promotional decks, and reports.
- Leverage compelling storytelling and data to inspire stakeholders and drive strategic fundraising initiatives that align with ATW's mission and vision.
- In partnership with ATW Marketing and Program teams, create and launch strategic development campaigns, including Giving Tuesday and other respective fundraising campaigns.
- Leverage and integrate development strategies using ATW's media and digital platforms, including the website, newsletters, and social media.
- Lead and plan development events to include cultivation events and annual fundraisers. Ensure ATW's events align with strategic development and cultivation goals.

Key Facts		
Organizational Budget	Global Audience	No. of Staff
\$1.7M+	16 countries	6

THE IDEAL CANDIDATE

The ideal candidate for the Director of Development position possesses the following competencies:

Communicates Effectively

Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.

Action Oriented

Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.

Builds Network

Effectively building formal and informal relationship networks inside and outside the organization.

Drives Results

Consistently achieving results, even under tough circumstances.

Drives Vision & Purpose

Painting a compelling picture of the vision and strategy that motivates others to action.

Persuades

Using compelling arguments to gain the support and commitment of others.

Interpersonal Savvy

Relating openly and comfortably with diverse groups of people.

Additional Qualifications

- Commitment to At The Well's values and organizational mission. An excellent facilitator with the ability to successfully and effectively tell the story of At The Well to an array of stakeholders.
- A desire to network and build meaningful and trust-based relationships with a wide range of stakeholders and constituents.
- Demonstrated leadership experience; a desire to foster and implement a culture of philanthropy for an organization.
- At least 5+ years of development experience and a proven track record of raising at least \$2/3M annually from a diverse stream of contributed revenues.
- Track record in securing major gifts ranging from five to six figures.
- Excellent understanding of development principles, techniques, and strategy, including annual giving, major giving, planned giving, event planning, community campaigns, capital campaigns, marketing, and communications.
- Fluency with CRM's (Salesforce preferred) and best practices around data collection and maintenance. Ability to utilize, leverage, and evolve data to convey stories and impact to a variety of audiences.
- Extensive experience with individual giving, major donors, and foundations (family and institutional). Track record of increasing existing donor bases.
- Experience with board management, working with lay leadership, and nonprofit board governance.
- Demonstrates a solid understanding of budget management and tracking, ensuring accurate financial planning, monitoring, and reporting to support organizational goals.
- Takes initiative, prioritizes, ideates, and implements multiple projects effectively in a collaborative and fast-paced environment.
- Experience in grant writing and skills in proposal development.
- Strong written and oral communication skills and effective networking.
- A sales-oriented mentality; entrepreneurial, a self-starter, and goal-oriented.

WHO WE ARE

Work Environment

At The Well is a fully remote team and the DoD position will adhere to the remote organizational policy. This role will require quarterly travel.

Our Commitment to Diversity, Equity, & Inclusion

At The Well strives to model our vision of a just, vibrant, and inclusive future. As an equal opportunity employer, we strongly encourage applications from candidates reflective of the communities we serve, including individuals with varied identities and backgrounds, including Sephardic and Mizrahi Jews, Jews of color, women, people with disabilities, immigrants, LGBTQIA people, and people who come from low-income backgrounds. Frequently cited statistics show that women and underrepresented groups apply to jobs only if they meet 100% of the qualifications. At The Well encourages you to break those statistics and apply.

COMPENSATION AND BENEFITS

Salary

\$100,000+

Benefits

At The Well has established daily core team hours to enable our geographically distributed, virtual team to do synchronous work while also allowing for flexibility of individual scheduling. Core team hours are Monday through Thursday between the hours of 12 pm and 5 pm Eastern Standard Time (EST) and Fridays between 12 pm and 4 pm Eastern Standard Time (EST).

At The Well provides a flexible time-off plan that aims to give you space and time away from the “office” to be a whole human, while also ensuring the work moves forward. ATW observes office closures in accordance with many Jewish and Federal holidays. Additional benefits include:

- Medical (base package costs are covered by ATW)
- Dental
- Vision
- Retirement plan + 401(k) match
- Short- and long-term disability
- Professional development
- Work-from-home monthly stipend

TIMELINE AND NEXT STEPS

If you are interested in this position, please [click here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if they do not meet all of the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us by late March.

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[Submit an application](#)