



iDonate[®]

OPPORTUNITY INVITATION

National Director of Sales, Faith-based Nonprofits

FSP Leaders

[iDonate](#) is an all-in-one online fundraising and donor engagement platform for non-profit organizations. iDonate integrates with existing software to streamline avenues for donation to make giving easy, efficient, and personal for supporters and partners, helping organizations unlock their fullest fundraising potential. With features that enable peer-to-peer fundraising, event ticketing, campaigns, chapters, analytics, noncash giving, and great giving experiences across every channel from SMS/text to web and mobile, iDonate facilitates the gifts that make missions possible.

iDonate's mission is to raise the 2%. ...but what does this mean?

Despite an increase in wealth, the world's level of giving has been stuck at 2% for decades. But iDonate has a clear vision for the future of giving. iDonate's goal is to increase giving from 2% to 4% by 2025. They believe this is possible, because they know that today's donors want to give – they are very generous – but it is up to organizations to make that giving as easy as possible for their supporters. iDonate works to remove every source of resistance to giving, bringing fundraising into the modern age, and unlocking trillions of dollars in untapped generosity for hundreds of nonprofits worldwide.

Imagine what 4% could do.

[See iDonate CEO Ray Gary talk about the 4% movement.](#)



#4percentby2025

We aspire to unlock generosity and move overall giving from 2% of disposable income to 4% by 2025.

[See How](#)

The Opportunity

iDonate is currently seeking a **National Director of Sales, Faith-based Nonprofits** to join its fast-growing team and help continue the work of transforming the way people think and act regarding their giving decisions. Reporting directly to iDonate's Vice President of Sales, the National Director of Sales, Faith-based Nonprofits may live anywhere in the US that is easily accessible to a major airport, although a presence in the Dallas HQ offices would be considered a plus. S/he will take responsibility for expanding the current footprint iDonate has developed with major brands in the faith-based non-profit community. We're focusing on potential candidates with a proven track record of success serving in a fundraising leadership role in a non-profit setting and/or experience as a sales leader promoting enterprise software solutions and services to larger (\$5M+) non-profit organizations.

Although this is currently an individual producer role, it is anticipated that over the next 12-18 months the focus on this vertical sales channel will require the addition of field sales teammates. The most desirable candidates for the National Director of Sales, Faith-based Nonprofits role would also have experience recruiting, leading and managing a team of successful sales professionals needed to achieve iDonate's strategic and rapid revenue growth objectives.

iDonate strives for excellence through continuous innovation by empowered employees. They are seeking an individual who embodies this philosophy and will embrace the opportunity for career growth in a dynamic and fast-paced organization. iDonate is looking back on years of effort by hundreds of dedicated employees and partners who have built a company that is breathing new life in the donation marketplace. iDonate was recently named one of the Top 10 Fundraising and Donation Management Software Providers and is proud of its success developing innovative fundraising solutions and making processing donations easier for its nonprofit, church, and ministry partners.

There is much left to do to fulfill the iDonate vision of increasing giving to 4% by 2025, but the results today are encouraging. On average, donations are growing 3-5x in partner markets. iDonate processes every kind of donation imaginable, from a credit card transaction to a farmer giving grain, to a businessman giving a Bentley, to a couple giving precious family heirlooms. With more than 1,000 customers, the 2% needle is starting to move, and with iDonate's mission, it is easy to get up in the morning and love what you do.





Responsibilities

- Under the direction of the Vice President of Sales, develop annual sales goals and strategic business plans to meet iDonate revenue goals and increase market share in the faith-based non-profit sector
- Assess and define *Total Addressable Market* potential; develop and execute a winning go-to-market strategy for iDonate products and services to maximize subscription and services recurring revenue
- Lead and manage all faith-based non-profit new business opportunities from initial qualification through contract negotiation
- Utilize sales cycle management and data collection best practices across all channel sales activities
- Manage all sales activity with a 30/60/90-day view for new business opportunity accounts, prioritized by total giving, existing leadership relations and/or current client referral; review quarterly with the VP Sales throughout the sales year
- Analyze and evaluate the effectiveness of sales performance on an ongoing basis; implement sales process enhancements, as needed, to meet or exceed assigned sales quotas
- Maintain key customer relationships and develop strategies for creating add-on revenues for software and services into iDonate's customer base
- Leverage personal non-profit relationships and market insights to identify business opportunities and product strategies
- Constantly monitor the faith-based non-profit competitive landscape and market conditions to identify opportunities, issues, and risks to recommend sales strategy improvements
- Collaborate with marketing to develop effective lead generation strategies
- Understand all iDonate SaaS products and professional services offerings, which could yield selling opportunities where appropriate with clients/prospects
- Remain abreast of corporate objectives and product updates



Key Candidate Characteristics

- Proactive, urgent producer driven by a passion to see significantly more philanthropic resources flowing into high-impact organizations with scalable opportunities
- Authentic style and delivery that demonstrates personal identification with the faith-based non-profit sector
- Self-starter who leads by example; trusted advisor who is well-organized, quick to respond and highly customer-focused

- Excellent communication and presentation skills, written and verbal
- Experienced with sales CRM management and structuring sales quotas, pipeline development and revenue expectations, adept technology wise
- Experienced in managing distributed field sales teams across North America
- Demonstrated strategic thinking with an entrepreneurial spirit
- Proven experience working and selling directly to nonprofit executives, and to large and diverse client groups
- Strong planning and analysis skills to perform quantitative data analysis
- A change agent with highly evolved self-awareness, emotional intelligence and influencing skills
- Positive attitude, strong work ethic, and passion for managing complex consultative sales efforts to win-win conclusions



Experience and Qualifications

- Bachelor's degree in Business or related area required, MBA highly preferred
- 10+ years of fundraising leadership experience in a flourishing nonprofit organization and/or software sales and management experience, with an emphasis on non-profit software SaaS sales
- Ability to analyze and discuss nonprofit development and fundraising platforms currently in use; clearly articulate the features, benefits and limitations of each and map the iDonate solutions to client needs
- Must be highly adept working with CRM systems and able to demonstrate how these systems were instrumental in previous roles for management of sales pipeline and forecast to leadership
- Strong prospecting and lead development skills, having built net new business from personally generated leads and referrals
- 25% -35% travel required; about 6 days/month

For more information or to apply for this position, please contact:

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