

Development Director

The Development Director will lead all fundraising and development efforts for the Islamic Society of Allentown (ISA). This includes achieving the organization's goal of raising and sustaining its Waqf and annual budget to support programs, operations, and long-term growth.

1. Role title and term

- Title: Development Director
- Reports to: Executive Director
- Classification: Full-time employee
- Time commitment: 40 hours per week, with evenings and weekends as needed during campaigns and events

2. Mission fit and context

Key areas of focus include:

- Pledge collection and management of existing commitments
- Oversight of signature events including the Waqf Endowment Banquet and Ramadan campaigns
- Relaunch and scaling of recurring giving programs
- Increasing Friday donations and promoting Tap and Donate systems across Jumuah services
- Donor pipeline development and stewardship
- Oversight of grant strategy and recruitment/management of grant writers (with Board approval)
- Oversight of digital monetization (YouTube, website ads, etc.) and digital fundraising campaigns (LaunchGood, Facebook, Instagram, WhatsApp, Email listserv)

3. Primary outcomes

- Pledge realization and increased donor retention
- Delivery of high-quality fundraising events and campaigns with measurable revenue goals

- Recurring giving programs scaled and sustained (Major Donors, Friday Prayer, Eid, and etc.)
- Grants identified, submitted, and tracked through recruited writers and partners
- Digital platforms monetized with measurable results and optimized fundraising campaigns across multiple channels
- Documented donor stewardship plans, qualified pipelines, and CRM discipline
- Bi-weekly dashboards and monthly board updates summarizing progress toward the annual fundraising goal
- Data hygiene: accurate CRM records, pledge tracking fields standardized, and source codes for Waqf, Ramadan, Friday donations, and Sustainers

4. Responsibilities

- Lead and execute annual fundraising strategy to achieve \$MM/year budget target
- Oversee pledge recovery campaigns and new donor acquisition
- Produce and manage the Waqf Endowment Banquet, Ramadan campaigns, and other key events
- Relaunch and scale recurring giving programs (Masjid Sustainers)
- Increase Friday donations through Tap and Donate optimization and volunteer training
- Oversee monetization of ISA's digital platforms (YouTube, website ads, etc.)
- Lead digital fundraising campaigns across LaunchGood, Facebook, Instagram, WhatsApp, and Email listserv
- Identify grant opportunities and recruit/manage grant writers (with Board approval)
- Build and manage donor pipeline, including major donors, with clear stewardship and follow-up
- Maintain CRM discipline and produce dashboards for leadership and board
- Ensure compliance with nonprofit fundraising regulations and ethical standards

5. Required qualifications

- Proven track record in nonprofit development, including major gifts and campaigns
- Experience managing digital fundraising and donor communication platforms
- Strong CRM, pipeline management, and reporting skills

- Excellent writing and communication skills, including grant proposal writing
- Availability for evenings and weekends during key fundraising periods

6. Preferred qualifications

- Experience fundraising in faith-based or masjid settings
- Familiarity with the Lehigh Valley donor and grant landscape

7. Key performance indicators

- Annual fundraising goals are met or exceeded
- Percentage of outstanding pledges collected
- Event performance: attendance, sponsor revenue, and commitments secured
- Recurring giving program growth (donor count, average gift, retention rate)
- Grants identified, written, and awarded
- Digital monetization revenue targets achieved
- Increased donations through digital fundraising campaigns
- Pipeline metrics: qualified prospects, asks made, and commitments secured
- CRM accuracy and reporting timeliness

8. Compensation

- Competitive base salary + Benefits