



## Position Description Chief Development Officer

### About M44

**MoreFor4, Inc.** is a national 501(c)(3) nonprofit organization that addresses unmet financial and other needs of persons living with Stage IV cancers. In addition to unique programming BY and FOR our diverse community, **M44** creates innovative, customized, rapid-response solutions for individuals who lack fiscal resources, family, and adequate support systems.

All **M44** decision-making, policy positions, planning, and programming fit within a sweeping national effort we call **The MoreFor4 #NoPainCampaign**. Our bold, long-term initiative centers on the simple premise that cancer-related pain is not limited to physical symptoms of the disease and the toxic side effects of treatment. Other devastating forms of PAIN include the profound consequence of myriad social determinants of health—such as poverty, systemic racism and other forms of discrimination, lack of support systems, isolation, and the erosion of a sense of true belonging. As no one should navigate the complex challenges of a Stage IV cancer diagnosis alone, our unique online community—**MoreCorps**—will offer a place of support and belonging. This part is relatively easy to do. Conversely, the utter lack of fiscal and other support systems in today's landscape DEMANDS *transformative* change. And so... where solutions already exist, we shall find them. Where *nothing* exists, **M44** will harness our relentless “can-do” spirit and programmatic expertise to rectify shortcomings to, at very least, reduce pain... how and where we can.

To begin, we have identified seven initial programs that will be introduced incrementally over coming years—starting in 2025: **CannaCares**, **Rapid Response**, **HomeMatters**, **JEDI Action**, **MoreCorps**, **IMAGINE – Stage4 JobCorps**, and the **M44 Legacy Store**. Programming is deeply interconnected, as someone coming to **M44** for help may benefit from each of these programs simultaneously.

**Job applicants have absolutely no obligation to disclose their health status, legally or otherwise.** However, **IMAGINE – Stage4 JobCorps** is our human resources department—with a twist. Many people with Stage IV cancer have difficulty securing and maintaining employment. With great intention, we will create employment opportunities for individuals who live with Stage IV cancer that are customized to their talents and interests while accommodating medical appointment schedules, side effect management, and expected days where staff does not feel well enough to work. This will certainly make **M44** staffing more complicated, but this approach aligns with our mission and the core tenets of the **#NoPainCampaign**.

If you are a cancer patient, we invite you to discuss your needs with us during the interview process. We may be able to split positions into two or more roles. Likewise, we will offer part-time options that allow folks to earn income (at permissible amounts) without jeopardizing SSDI benefits. In this, we aim to help people with Stage IV cancers achieve a better quality of life — by having more money in their pocket each month AND spending their precious time in ways that are truly meaningful to them. If you must have a job in order to get by — we want you to **LOVE** your work. **And that's what IMAGINE is all about.**

**MoreFor4, Inc.** is an equal opportunity employer. All qualified applicants shall receive consideration for employment without regard to gender, gender identity, race, color, religious creed, national origin, age, sexual orientation, physical or mental health disability, or protected veteran status. Most positions require lived experience (as a Stage IV cancer patient or care partner/caregiver) or a professional background that demonstrates an in-depth understanding of the Stage IV community and person-centered practices. In some other cases, an applicant's core competencies, commitment, hopeful nature, and willingness to learn may be sufficient.

## Position Overview

**M44** seeks an experienced, creative, and visionary **Chief Development Officer (CDO)** to build and lead what we internally refer to as our **“MissionMakers”** department. We chose this name because *your* role, in part, will be to help **others** fulfill **their** philanthropic goals. Therefore, while connected, this is more than just securing fiscal and other support for **M44**; it's about listening closely to what most matters to potential or current supporters, and helping them contribute in ways that align with their values, goals, and capacities—whether in time, talent, or treasury. In doing so, we don't just strive to advance **M44's** mission; we invite people to realize **theirs**. And it's in this spirit of shared purpose that the magic of **M44** will emerge—and flourish; fueled by a powerful, intentional community... **TAKING CHARGE** and **MAKING CHANGE**.

The **CDO** will design and execute a comprehensive strategy that encompasses all types of development. They will oversee **marketing and communications**, and a wide range of activities that support **M44's long-term fiscal sustainability and growth**. While we do NOT expect the **CDO** to be a subject matter expert in EVERYTHING—nonprofit communications, marketing techniques, and varied fund development strategies—it is essential that the person in this role have a broad understanding of today's ever-changing philanthropic landscape. Most importantly, they must be able to assemble and effectively lead a diverse **TEAM** of highly-skilled, function-specific experts that can collectively meet the organization's many needs.

This is a **cross-functional executive role** for a **systems thinker, storyteller, confident leader, and collaborative strategist**. Our ideal candidate can excel and thrive (and find JOY!) in a quick-moving, sometimes unpredictable start-up environment. But they need to ALSO be prepared for, and excited about, our ambitious expansion plans. **(We do NOT think or act SMALL. And we never will!)**

The **CDO** reports to the **Chief Executive Officer** and serves as a vital thought partner to the **CEO, CFO, COO, Executive Director, and Program Directors**, helping **M44** steadily grow with intention, purpose, and sustainability. While we need someone with knowledge of and experience with many types of giving and other revenue generation, our sustainability model focuses heavily on renewable contributions rather than more limited avenues such as one-time-only grant funding. (Although, experience with grant funding is, of course, valued.) In particular, **we definitely need someone with a background in corporate sponsorships**, as well as all forms and levels of individual giving. Again, we do not expect this person to be an expert on EVERYTHING, but in early start-up phase, you will be primarily a one-person-shop. Please visit our [Ways to Give](#) website page for details about our diversified funding strategy and what is already in place as of today (even if we choose to shift platforms once you come onboard or even years from now).

**REPORTS TO:** Chief Executive Officer

### **DIRECT REPORTS:**

- Director of Development
- Director of Communications
- Director of Partnerships

## What You'll Do

### **1. Fundraising & Resource Development**

- Lead **M44's** overall fund development strategy, ensuring a diversified portfolio of revenue streams
- Identify and cultivate new sources of funding, including major donors, foundations, corporations, and individual supporters

- Secure and steward corporate sponsorships, donor-ESTABLISHED patient assistance funds (not DAFs), DAF gifts (that ARE actual DAFs), grants, and other contributions
- Develop and implement giving campaigns, planned giving efforts, and donor engagement initiatives
- Build and grow a culture of philanthropy that reflects dignity, trust, optimism, and joy

## 2. Strategic Planning

- Lead the creation and implementation of short- and long-term fundraising plans aligned with M44's mission and strategic priorities
- Partner with leadership to ensure fundraising and communications strategies evolve with M44's growth and expanded reach
- Monitor philanthropic trends, donor behaviors, data analytics, and best practices to inform strategy and adapt methodologies as needed

## 3. Relationship Management

- Build and sustain meaningful relationships with donors, supporters, community leaders, and mission-aligned institutions
- Serve as a primary contact and relationship builder for M44's major donors and philanthropic partners
- Help connect supporters to the initiatives and programs that most interest them
- Build M44's Gratitude Team and maintain a culture of expressed appreciation and thanks

## 4. Team Leadership

- Recruit, develop, supervise, coach, energize, and support a high-performing MissionMakers team
- Foster a collaborative culture of creativity, learning, growth, and accountability
- Create clear systems and workflows that allow team members to maximize effectiveness

## 5. Marketing and Communications

- Oversee all aspects of M44's internal and external communications strategy
- Ensure clear, consistent, person-centered messaging across platforms, programs, and campaigns
- Lead development of outreach materials, impact reports, and campaigns that reflect diverse voices, experiences, and needs of our broad Stage IV community
- Ensure the alignment of communication and fundraising calendars, themes, and priorities
- Reach the right people in the right way, and in accordance with donor preferences and interests

## 6. Financial Oversight

- Develop and manage development-related budgets, projections, and spending plans
- Ensure appropriate classification and tracking of donations, grants, and restricted funds in partnership with the CFO
- Track fundraising metrics and ensure all efforts meet ethical and legal standards

## 7. Evaluation and Reporting

- Establish and maintain systems for tracking fundraising performance, donor engagement, and communications impact
- Generate monthly and quarterly reports for the CEO, CFO, COO, and Board of Directors

## 8. Advocacy & Awareness

- Advocate for the needs of individuals living with Stage IV cancers. Everyone at **M44** is an Ambassador, WayMaker, and message Amplifier.

## QUALIFICATIONS:

### Required

- **Extensive Leadership Experience**  
Minimum 10 years of progressively responsible leadership experience in fundraising, development, communications, or marketing—ideally within the nonprofit or philanthropic sector. This includes a proven ability to design and lead multi-year strategies aligned with organizational goals, and to grow and manage effective, high-performing teams (especially in remote environments).
- **Fundraising & Revenue Generation**  
Demonstrated success expanding and diversifying revenue streams across individual giving, major gifts, planned giving, corporate sponsorships, and foundation/government grants. Skilled in donor-centered campaign planning, relationship cultivation, and partnership development.
- **Communications & Storytelling**  
Outstanding writing, storytelling, and public speaking skills. Proven ability to translate complex concepts into compelling content across multiple channels and audiences. Experience guiding multichannel communications and marketing strategies in alignment with fundraising goals.
- **Systems Thinking & Data Literacy**  
Strong understanding of nonprofit infrastructure, fundraising ethics, data-informed decision-making, and philanthropic practices. Comfortable with reporting, analytics, and using data to shape strategies and forecast performance.
- **Technology & Tools**  
Proficient with CRM systems, email and other marketing platforms, Google Ad Grants, collaborative virtual tools (e.g., Google Workspace, Monday.com, Canva, etc.), social media, and digital fundraising tools. Familiarity with emerging technologies, including AI in donor engagement, is a plus. Experience managing relationships with creative vendors, consultants, and digital ad firms.
- **Interpersonal Skills & Remote Teaming**  
High emotional intelligence, excellent interpersonal communication, and demonstrated success working across departments, with executive teams, Boards of Directors, and diverse stakeholders. Strong time management and the ability to work independently and collaboratively in a fully remote, fast-moving environment.

**LIVED EXPERIENCE REQUIRED: NO.** However, we value lived experience of **Stage IV cancer patients and care partners/caregivers**. All applicants must demonstrate a meaningful understanding of the community we serve and support, and a commitment to trauma-informed, person-centered practices. With or without lived experience, our **CDO** MUST have a strong, natural command of person-first language and empowering terminology when talking about the Stage IV experience and people who **LIVE** with Stage IV cancers. Most of what you will do involves talking **TO** rather than **ABOUT** the Stage IV community, and you will be referring to our community as “us” and “we” rather than “them” (i.e., patients). Also, we reject “battle” language, inspiration porn, and so forth. Our **CDO** must also make *cultural humility* a daily practice.

**Other Preferred Background & Experiences:** M44 strongly encourages applications from individuals from historically marginalized and intersectional communities. Bilingual/multilingual fluency is a major plus!

**LOCATION: Remote.** Preference for candidates located in the Baltimore–Washington, DC area. While not central to this role, occasional travel may be required. This would mostly be in relationship to Major Gift meetings and appearances/representation at (possible) live events sponsored by corporate partners.

Employee must have reliable internet and cell phone service (there will be a system for transferring calls to your cell), desktop or laptop with audio/video capabilities, and general home office equipment needed to fulfill job responsibilities. The CDO will receive a modest home office stipend in the future.

**FTE:** 15 hours per week, expected to grow to a full-time (30 hour a week) position in 12 months or less.

**STARTING SALARY:** \$75 per hour, with limited benefits. Salary and benefits will increase in alignment with M44 growth and expanded responsibilities of the CDO.

## M44 EMPLOYEE BENEFITS:

All early positions at M44 are starting at part-time, with limited benefits. Going forward, some employee benefits will begin at 20 hours per week while others will only be available to full-time staff (30 hours a week). In general, the benefits package for executive-level staff will immediately or eventually include:

- Full-time, typical 40-hour a week salary at M44's intentional, full-time **30-hour a week model**
- Flexible work schedules (But, rather than job sharing, the CDO role likely needs to be one person.)
- Most positions can be structured to be supportive of cancer treatment schedules and side effects
- 12 paid holidays, based on U.S. federal schedule – *Plus*, YOUR BIRTHDAY or other day of choice!
- 4 weeks of paid vacation with also a full week of PTO when M44 closes for winter holiday break ("Weeks" are determined based on established hourly designation, i.e., 15 hour a week jobs vs 30)
- Generous paid sick leave: up to 60 hours per year for full-time (30-hour a week) employees
- Retirement plans are available to all staff (with M44 salary percentage match up to set caps)
- ICHRA Health Insurance (M44 individual-only contribution amount is set and increases by age)
- Annual Wellness Stipend
- Home Office Stipend (available to only staff positions that require additional office capabilities)
- Professional Development Stipend for conference attendance, CECs, or tuition assistance

## HOW TO APPLY:

Please email your resume and a letter of interest in a single PDF file to: [IMAGINE@MoreFor4.org](mailto:IMAGINE@MoreFor4.org). Place the job title and your name in the email subject line, i.e., **Chief Development Officer, FIRST & LAST NAME**, and name your PDF the same way. You may address your letter to M44's CEO, Mary E. Costello.

In your letter, please give us an idea of what makes you tick, and why you might like to join the M44 team! We certainly want to know about your background and skills, but **organizational culture** is really important to us. Tell us what you want us to know about you that we won't see on your resume!

By the way, we are rule breakers – opposed to conformity and status quo. We do NOT use AI or other digital systems to evaluate resumes, nor do we believe in supposed 1 or 2-page rules for cover letters. We don't want generic. We want to see YOU. So, take the time and space you need. We WILL read what you have to say and be especially appreciative of truly thoughtful submissions that make candidates stand out.

**You can learn more about us by visiting [www.MoreFor4.org](http://www.MoreFor4.org) and watching M44's latest [video](#).**