



## American Baptist Churches USA

American Baptist Churches is one of the most diverse Christian denominations today, with approximately 5,000 local congregations comprised of 1.3 million members across the United States and Puerto Rico.

Join a vibrant ministry that is helping people serve as the Hands and Feet of Christ

### Associate General Secretary for Mission Resource Development

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The person in this position is responsible for overseeing the fund development activities associated with the ABCUSA Office of the General Secretary. Major responsibilities involve promoting United Mission, working with potential donors, overseeing public relations, and providing stewardship education. With a goal of increased financial support, the office of Mission Resource Development will seek, through effective branding, marketing, and public relations to create and sustain a climate and environment of increased giving to the American Baptist family and the Office of the General Secretary.

- **Duties related to promoting and communicating United Mission (UM) and American Baptist Mission Support (ABMS)**
  - Develop and execute a comprehensive plan to promote United Mission.
  - Work with region staff to promote United Mission.
  - Reduce annually the number of congregations who provide no support for ABMS.
  - Promote the four annual offerings.
  - Coordinate the development of stewardship education materials.
  - Be available to promote United Mission at regional and national gatherings.
  - Work with a task force to assess current patterns of giving and develop alternate means of support, as necessary, to support the Office of the General Secretary.
  - Develop a communication narrative for the Office of the General Secretary.
  - Oversee ABCUSA communications.
  
- **Duties related to the Biennial Mission Summit and development**
  - Oversee the cultivation of major gifts.
  - Manage donor acknowledgements.
  - Distribute an annual appeal letter.
  - Maintain a database of current and potential donors.
  - Develop vendor/sponsor/advertiser brochure and mailing list for the Biennial Mission Summit.
  - Solicit Corporate Sponsors, Advertisers and Exhibitors for the Biennial Mission Summit.
  - Solicit ads for the Biennial Mission Summit Program book.
  - Determine sponsor and prize awards for the Biennial Mission Summit.
  - Solicit Biennial Mission Summit Boosters.

- **Administrative Duties**
  - Report directly to the General Secretary for ABCUSA.
  - Serve as a member of the ABCUSA leadership team.
  - Oversee staff related to Mission Resource Development and Communication that currently includes:
    - United Mission Coordinator
    - Director of Communications
    - Part-time stewardship development position
    - Part-time development executive assistant

## **QUALIFICATIONS AND EXPERIENCE**

- Proven record of accomplishment in fund development.
- Master's degree required; Master of Divinity preferred.
- 5+ years of experience in development, communication, or a related field.
- Familiarity with and appreciation for the mission and ministry of American Baptist Churches, USA.
- Well-developed theology of stewardship education.
- Keen ability to problem solve and to turn challenges into opportunities.
- Must be willing to reside in the Valley Forge area.

## **HOW TO APPLY**

To apply, email [AGSforMRD@abc-usa.org](mailto:AGSforMRD@abc-usa.org). Please identify the position title in the subject line and attach (1) a letter of interest, (2) a current resume, (3) a one-page sample document promoting United Mission, (4) three letters of reference, and any other supporting documentation for further evaluation of qualifications and experience. Thank you in advance for your interest in joining the leadership team with the ABCUSA Office of the General Secretary.

**Applications are due by August 31, 2020.**

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