



# DO IT FOR THE LOVE

*Executive Search – Executive Director*

## Position Overview

Position based remotely in either N. California, S. California or Nashville, TN

Sterling Search Inc. has been exclusively retained to recruit for the new **Executive Director** for **Do It For The Love** (DIFTL). <https://www.doitfortheLove.org/>

Do It For The Love is a wish-granting nonprofit organization that brings people living with life-threatening illnesses, children with severe challenges and wounded veterans to live concerts. Through the healing power of music, our goal is to inspire joy, hope and lasting celebratory memories in the face of severe illness or trauma. Music helps us feel alive!

## MEET THE FOUNDERS

<https://www.doitfortheLove.org/about-us/our-vision/>



Founded in 2013 DIFTL is a nonprofit 501c3 inspired by Michael and Sara Franti and governed by a dedicated Board of Directors. With their entrepreneurial and inspirational spirit, they have taken the organization from an idea to a revenue of \$1 million serving 33 wishes per month.

At the 3rd annual [Do It For The Love](#) Rocker's Ball in San Francisco, [Tim McGraw](#) and [Faith Hill](#) were

honored with the Founder’s Award. Because of their generosity, time and talent, DIFTL helped grant live music wishes to bring hope and healing to those suffering from illness and trauma. That year, one recipient was Kim Ramsthel.

As she continued her battle with stage four metastatic breast cancer, she’s found comfort in McGraw’s 2004 hit song “Live Like You Were Dying.” And she wanted the chance to tell him in person how much it meant to her.

“Just after receiving my diagnosis, I heard ‘Living Like You Were Dying’ come on the radio, and the words of the song took on a whole new meaning,” Ramsthel shared with the crowd at the DIFTL event. That June, the wish-granting non-profit organization sent Ramsthel and her friends to the Soul2Soul tour in Eugene, Oregon.



**The new Executive Director** will be charged with taking DITLF to its next stage of growth, building on their track record of success by further developing the organization’s vision, and achieving its goals for continued financial stability, community engagement and enhancing the impact of its program. Although, DIFTL has been very successful in grass roots fundraising, we are seeking an accomplished and visionary fundraiser who can implement a robust, sustainable annual fund program from which will yield future major gifts with corporations, foundations and individuals.

The Executive Director must bring an entrepreneurial spirit and passion for DITLF’s mission, leadership capabilities for staff, board and volunteers, a demonstrated track record of managing successful outcomes for programs, and the capability to increase fundraising revenues. DIFTL’s growth is limited only by its ability to engage more community volunteers and raise more fundraising dollars.

This individual must possess intellectual horsepower and be naturally persuasive and fair, and value accountability for themselves and others. The new Executive Director will lead based on the core ethics of collaboration, self-improvement, and the drive for excellence, ensuring that the most inspiring and heart-felt wishes are being delivered.

### Specific Duties and Responsibilities

The Executive Director reports directly to the Board of Directors. In addition to operational, financial, and administrative duties, the scope of responsibility includes overseeing program management, fund development, marketing, community relations, and strategic thinking and planning. The Executive Director will build, foster, and maintain a balanced organizational culture that combines the richness

and relevance of programs with the efficacy of best business practices, fiscal accountability, and institutional impact.

**The Chief Executive Officer will:**

- Report to a governing Board of Directors, executing decisions effectively and ensuring that the Board of Directors are informed of critical developments in a timely and effective manner
- Collaborate closely with the Board of Directors and staff to create vision as well as execute and develop a strategic plan and budget
- Develop and lead a comprehensive annual fund development plan that identifies major gift prospects and donors and enhances the short and long-term diversified funding base
- Excel at initiating and fostering relationships with corporations, individuals, and foundations to acquire gifts as partners and donors to DIFTL
- Continue to raise the public profile of DIFTL by identifying opportunities to leverage exposure for the Founders as the face of the organization.
- Oversee and manage the financial management of the organization with an external book keeper to ensure fiduciary responsibility, sound financial management, and financial accountability for contributions, income, and all other DIFTL assets
- Define and execute the strategy of effectively mobilizing volunteers in support of its programs
- Direct personnel to ensure that the organization is effectively structured and staffed with competent employees and implement an effective performance management system for all employees which will include setting objectives and evaluation on an annual basis
- Continuously evaluate partnership opportunities to promote programs uniquely suited to the mission
- Oversee and execute programmatic excellence by establishing operational benchmarks and setting timelines to achieve strategic goals. Continually review and evaluate programs and report findings to the Board of Directors accordingly
- Oversee risk management and operational management
- Execute all other reasonable duties as assigned by the Board of Directors

**We are seeking candidates offering the following qualifications:**

- Passion for DIFTL's mission
- Entrepreneurial spirit, imagination, vision, leadership, and integrity
- A minimum of 5 years of accomplishments in major gift fundraising with individuals/corporations in a professional capacity with demonstrated results
- A minimum of 3 years of senior management experience, with increasing levels of responsibility and management of staff, preferably with direct collaboration with Boards of Directors
- Ability to work effectively with diverse constituencies, including key community leaders and organizations
- A demonstrated ability to plan and operate strategically, to build public support, to strengthen infrastructure, to inspire staff and the Board of Directors, and to develop effective programs
- Excellent knowledge of fiscal management, budgeting, and cash flow management
- A strong communication skill set, and demonstrated ability to work effectively with and gain the respect and support of varied and changing constituencies, including staff, board members, potential donors, volunteers, and others

- A team builder with a track record of effective staff management, including hiring, rewarding, developing, and retaining talented managers and administrative staff members
- Ability to juggle many responsibilities at once and to operate both independently and with the flexibility to be part of a team
- Computer literate: Knowledge of Word and Excel; Knowledge of Salesforce non-profit success pack would be a plus.
- Bachelor's degree

A competitive compensation package will be offered to attract an outstanding candidate.

Please send resumes to:  
Sterling Search, Inc.



[Sarah@sterlingsearchinc.com](mailto:Sarah@sterlingsearchinc.com)

Phone: 714-433-7040

To apply for this position please go to:-

<https://jobs.crelate.com/portal/sterlingsearchinc/job/oattuu0kazm-842171>

Direct all correspondence, emails and telephone calls to Sterling Search, Inc. Any resumes sent or telephone calls made to DIFTL will be redirected to Sterling Search, Inc.

***DIFTL is an Equal Opportunity Employer***