

# GoodCitizen

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Airbnb.org  
Head of Fundraising  
Location: Remote (San Francisco, CA, preferred)

## **About Airbnb.org**

Airbnb.org is an independent 501(c)(3) nonprofit organization that provides temporary housing for people in times of crisis. Since its founding in 2020, the program has provided over 1.4 million nights of free emergency stays to more than 220,000 people across the globe. Airbnb.org's unique access to the 7 million listings on the Airbnb platform represents an unprecedented opportunity to help families who are going through their most difficult moments.

### *How Airbnb.org Works*

When a crisis occurs, Airbnb.org collaborates with local nonprofits and government agencies to identify families in need of temporary housing and matches them with a free stay in an Airbnb that fits their specific needs. Airbnb donates its technology, customer support, fees, and all operating costs for Airbnb.org stays. Hosts further reduce costs by offering their homes for free or at a discounted rate. Generous donors cover the remaining costs. Because of this unique model, 100% of financial donations go directly to paying for stays for families in need.

For more information, visit their website: [Airbnb.org](https://airbnb.org).

## **The Opportunity**

This new position is an opportunity to play a central role in building an early-stage nonprofit born out of one of the most innovative and value driven companies in the world. As the Head of Fundraising, you will spearhead the development and implementation of a best-in-class fundraising operation, focusing on cultivating and stewarding high-value donors to secure significant contributions for Airbnb.org. This role demands strategic vision, exceptional relationship-building skills, and a commitment to maximizing both financial and relational outcomes. You will build and lead a small team dedicated to fundraising operations, outreach, and a donor experience that produces high growth rates for revenue.

## Key Responsibilities

The Head of Fundraising will build the development program from the ground up, with the goal of achieving \$10-15 million annually within three years. Specific areas of responsibility include, but are not limited to:

### Strategic Fundraising Program Development

- Design and oversee a comprehensive fundraising program and compelling case for support aimed at fostering consistent growth of Airbnb.org's donor community.
- Re-energize and expand the existing \$10K+ portfolio of donors, implementing a moves management process and identifying new prospects for engagement.
- Build the major gift strategy, including the identification, cultivation, solicitation, and stewardship cycles leading to gifts of \$50,000+ to support Airbnb.org's mission.
- Create a complementary institutional and foundation approach, including grant research, proposal writing, and reporting

### Donor Cultivation and Solicitation

- Develop and execute tailored prospect strategies to drive successful cultivation, engagement, and solicitation efforts, guiding prospects through appropriate giving levels.
- Manage a portfolio of major donors.
- Develop a prospect research function to identify new donor prospects and opportunities for increased giving from existing donors.

### Donor Engagement Experiences

- Create engaging experiences to educate and inspire major gifts donors and prospects, utilizing impactful storytelling through various communication channels, platforms, and events.
- Organize and manage fundraising and "friendraising" events, ensuring seamless execution and effective follow-up strategies.

### Campaign Planning and Execution

- With the support of the marketing and design teams, lead the planning and execution of Annual Fund and Emergency Response campaigns, overseeing all aspects from design to donor reporting, including the annual report and other materials.

## Budget Oversight and Reporting

- Collaborate with the Executive Director to develop and monitor budgets for fundraising activities, producing internal, board, and external reports on goal projections and achievements.
- Direct a Salesforce administrator to adapt our CRM for prospect and donor use cases. Oversee and advise on Salesforce design requirements to capture accurate, comprehensive, and relevant data that will inform fundraising strategies and donor interactions.
- Partner with the marketing and creative teams to develop compelling reporting for donors and an annual report.

## Diversity, Equity, and Inclusion

- Commit to promoting and supporting an environment of equity, diversity, and inclusion within all aspects of fundraising activities, donor engagement efforts, and building out the fundraising team.

## **Ideal Candidate**

The ideal candidate for the first-ever Head of Fundraising for Airbnb.org has been successful as a frontline fundraiser and leader of high-performing teams. This role requires an entrepreneurial spirit and start-up mentality to build the fundraising program from the ground up. We are looking for candidates with a track record of cultivating and closing six and seven figure gifts.

Leadership experience is essential as the Head of Fundraising will be a key member of the leadership team and responsible for building and managing a dedicated fundraising team.

Strong candidates will excel at articulating funding opportunities clearly and effectively to potential donors, leveraging partnerships, and expanding networks to support program growth. Experience creating campaigns to mobilize resources for urgent, immediate needs as well as those to build donor support for longer-term program activities will be crucial.

Leading with long-term strategic thinking complemented by strong execution skills, the right candidate thrives in dynamic, results oriented environments. Successful candidates must demonstrate the ability to establish a comprehensive fundraising strategy and build the operations, systems, and team needed to execute and scale the plan.

A deep understanding of the philanthropic landscape and evolving philanthropic trends, along with best practices in donor cultivation and engagement, and prospect research is expected. The Head of Fundraising must be a skilled presenter who can effectively lead discussions with the Board and other high-level stakeholders.

## Summary of Qualifications

- **Experience:** Minimum 10+ years demonstrated experience in development and major gifts fundraising, with a proven track record of cultivating and closing six- and seven-figure gifts, and building an operation and team from scratch.
- **Leadership:** Proven success in frontline fundraising and supervising fundraising teams, with the ability to scale up teams and systems for optimal performance. Experience managing and developing a team.
- **Strategy:** Long-term strategic thinking complemented by strong execution skills in a dynamic, results-oriented environment.
- **Communication:** Outstanding written and verbal communication skills to effectively convey the mission of Airbnb.org to diverse stakeholders.
- **Relationship Building:** Proven ability to build strong relationships and influence business leaders, fostering collaboration and support for fundraising initiatives.
- **Analytical:** Proficiency in research, analysis, and database navigation, with a strong working knowledge of Salesforce preferred.
- **Flexible:** Willingness to travel frequently and work evenings and weekends as needed to meet donor engagement and fundraising goals.
- **Location:** Because a high percentage of prospects will be in the San Francisco area, there is a strong preference for a candidate in the Bay area who is familiar with Silicon Valley donors.

## Compensation, Benefits, & Work Environment

This is a full-time, non-exempt position. The salary range is \$196,000 - \$254,000 annually, plus eligibility for bonus and equity. Airbnb.org offers a comprehensive benefits package designed to support the health and well-being, financial stability, and personal development of its employees.

## Airbnb's EEO Statement

Airbnb.org is proud to be an Affirmative Action/Equal Opportunity Employer. Employment decisions are made without regard to race, color, religion, gender, national origin, age, disability, marital status, veteran or military status, or any other legally protected status.

Reasonable Accommodation — Airbnb values diversity & belonging and is proud to be an Equal Employment Opportunity employer. All individuals seeking employment at Airbnb are considered without regard to race, color, religion, national origin, age, sex, marital status, ancestry, physical or mental disability, veteran status, gender identity, sexual orientation, or any other legally protected characteristic. We are committed to providing reasonable accommodations throughout the recruitment process for applicants with disabilities. If you need assistance, or an accommodation, please let your recruiter know once you are contacted about a role.

### **To Be Considered**

Please submit your resume and cover letter expressing your interest in the position and fit for the role via the "[Become a Candidate](#)" button. Letters may be addressed to Melissa Merritt.

Applicants applying by October 7, 2024, will be given priority consideration, with the position open until filled.

GoodCitizen has been exclusively retained by Airbnb.org to lead this search. For questions, please contact:

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