

**BETTER
MARKETS**



**Director of Development
Washington, D.C.**

DRi Waterstone
HUMAN CAPITAL

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THE ORGANIZATION

Better **Banks**, Better **Businesses**, Better **Jobs**,
Better **Economic Growth**, Better **Lives**, Better **Communities**

Better Markets is a non-profit, non-partisan, and independent organization founded in the wake of the devastating 2008 financial crisis to make sure that the interests of Main Street Americans—not Wall Street financiers and the top 10%—are the priority in economic and financial policymaking in Washington, DC. Its foremost goals are to ensure that the laws and rules enacted and enforced in Washington, DC, prevent crashes and enable an economy that empowers all Americans to succeed and thrive, not just the wealthy and well-connected. That's why Better Markets fights for a financial system that supports the real productive economy, which will produce broad-based wealth and rising living standards, making the American Dream available to everyone.

Better Markets does this by fighting for Main Street Americans' interests in the halls of power in Washington and by opposing the special interests and lobbyists who try to bend the laws, rules, and regulations to benefit them, not the public. Through its Arc of Advocacy™, it works to restore the layers of protection between hardworking Americans on Main Street and Wall Street's riskiest activities, which cause crashes, bailouts, and misery on Main Street. It works with allies—including those in finance—to promote pro-market, pro-business and pro-growth policies that help build a stronger, safer financial system that protects and promotes Americans' jobs, savings, retirements and more. Transparency, oversight, and accountability are core values, which is why Better Markets is often referred to as a "Wall Street watchdog." However, the organization is also a government watchdog, seeking accountability for all those who fail to prioritize the public interest, including regulators and prosecutors who fail to enforce the law on Wall Street.

As proved before and even more so after the 2008 financial crash, the economy simply is not working for most Americans. There are several reasons for this, but a key one is that the financial industry too often doesn't support the real economy, jobs, and growth. Adding insult to injury, the industry too often engages in wealth extraction for the few rather than wealth creation for the many. The results are wealth transfer, concentration, and hoarding by the top 10% at the expense of everyone else. This isn't just bad for economic and social justice (and our democracy), but it also leads to predatory and illegal conduct, financial instability, catastrophic crashes on Main Street, and trillions in bailouts for Wall Street (as happened in 2008 and to a lesser extent in 2023).

These activities by too many in the financial industry are the structural drivers of wealth extraction and concentration, inequality and injustice, and ultimately of an economy that does not work for most Americans, no matter how they try or how hard they work. Better Markets fights against these structural drivers that enrich the already rich at the expense of Main Street American families, workers, consumers, investors, taxpayers, small businesses, and community banks. All Americans—including those without money, access, influence, connections, or an army of lawyers and lobbyists—deserve to have their voices heard and have a seat at the table when the decisions are being made that affect their economic and financial lives and livelihoods—that's what Better Markets exists to do.

PROGRAMS



Ensure Banks Support the Real Economy

Better Markets works to end “too big to fail” and redirect large financial institutions away from risky, bonus-driven behavior. The goal is to return banks to traditional activities that foster growth, jobs, and economic stability. Stronger rules protect taxpayers and ensure the economy isn’t held hostage to oversized institutions.

Promote Investors, Markets & Capital Formation

We push the SEC to protect investors, maintain transparent markets, and hold Wall Street accountable. This includes supporting robust rulemaking on issues like disclosure, transparency, and shareholder rights. Strong enforcement deters misconduct, ensures fairness for all participants, and promotes productive capital formation and allocation, keeping the U.S. markets the best, most liquid markets in the world.

Address All Risks Including Climate Risk

Better Markets pushes regulators to guard against all risks regardless of source or origin, and that necessarily includes climate risks. We advocate for an integrated and coordinated climate approach across agencies to protect markets, the financial system, and the economy. Addressing climate threats – like all other threats - is essential to protect the economy and financial system.

Keep Predators Off the Consumer Beat

We work to ensure that consumer protection laws against unfair, deceptive, and abusive financial practices are strong and enforced, including by the CFPB. Our advocacy supports rules and actions that protect exploited and ripped off consumers and make sure they get the relief they deserve.

Promote American Values in the Financial System

Promoting an economy and financial system that benefits all Americans also directly challenges the systemic inequalities embedded in the financial system that harm underrepresented communities. We focus on increasing economic opportunity and reducing structural barriers for all Americans. A strong, growing economy and reducing wealth extraction create broad-based wealth for all Americans.

IMPACT SUMMARY

*Making the financial system work for
Main Street, not just Wall Street.*

Ensuring the Economy Works for Everyone: Since its founding in 2010, Better Markets has worked to ensure that the financial system supports the real, productive economy that creates jobs, economic growth, rising living standards, and broad-based wealth, rather than engaging in high-risk, often antisocial but high-margin activities that generate the biggest bonuses for Wall Street. Every activity—from rulemaking and testimony to litigation and policy actions—is targeted to achieve such an economy, which also reduces the risk of financial crashes, industry bailouts, and economic calamity on Main Street.

Reducing Wealth Extraction: Whether it's through junk fees, overdraft fees, predatory interest rates, tricks and traps in fine print, nondisclosure of key terms, violation of lending laws, discrimination, illegal auto repossession, or other nefarious activities, the financial industry too often engages in wealth extraction from the 90% to benefit the top 10%. In addition to being wrong and illegal, these activities perpetuate income and wealth gaps, un- and under-banking, and prevent too many Americans from getting on the first rungs of the ladder of economic progress. Better Markets has successfully combated wealth extraction activities at every agency.

Putting Democracy Into Action: The American people's interests deserve a seat at the table in Washington when decisions are being made that impact their lives and livelihoods, but that is usually not the case. Better Markets brings their voices and interests to all the power centers, often as the only non-industry participant in policymaking. In fact, in about 70% of the rulemakings, Better Markets is the only voice of the public in the rulemaking process, and it's the only public voice in more than 90% of the rulemakings that are particularly complex, even though the decisions being made seriously impact the pocketbooks and wallets of hardworking Main Street Americans.

Engaging the Public: The financial industry dominates the media as much as it does Washington itself. Better Markets is a counterweight to the industry in bringing a public interest perspective and balance to the reporting, presentation, and discussion of the key issues. It engages with policymakers, the media, and the public through the publication of accessible reports, participation in congressional testimonies, and extensive media outreach. These efforts have raised awareness about the key economic and financial issues and risks, as well as the necessity for reforms. This informed, balanced public discourse is critical to getting an economy and financial system that works for most Americans.

Demanding Accountability & Oversight: Better Markets has consistently monitored financial industry behavior and regulatory actions, challenging deregulatory measures, exposing corporate misconduct, and advocating for robust enforcement, including meaningful punishment for executives when they break the law. Better Markets' actions have been very high profile, challenging the key power centers, and have been pivotal in pushing for strong actions taken against wrongdoers and financial misconduct that rip off Americans and create systemic risks.

ARC OF ADVOCACY

BETTER BANKS
BETTER BUSINESSES
BETTER JOBS
BETTER ECONOMIC GROWTH
BETTER LIVES
BETTER COMMUNITIES™



1 PRE-PROPOSAL: A rule implementing a law is considered for proposal by an agency or department, sometimes with solicitation of public input on possible approaches.

- Better Markets advocates for a rule or policy change (through meetings, op-eds, speeches, newsletters, etc.).

2 PROPOSED RULE: An agency (or, less often, a group of agencies together) or a department proposes and publishes a rule for public comment.

- Better Markets reviews the proposal.
- Better Markets speaks to experts, develops its own ideas, talks with allies, academics and the industry.
- Better Markets files comment letters on the proposal.

3 POST-PROPOSAL: Comment letters are filed during the comment period. Once the comment period is closed, all the comment letters are made public. The agency then considers all the information gathered from the public or otherwise submitted, as required by the Administrative Procedure Act.

- Better Markets reviews filed comment letters.
- Better Markets meets with key policymakers to advocate our positions and rebut opposing views.

4 FINALIZATION OF THE RULE (AS ORIGINALLY PROPOSED OR RE-PROPOSED): If the agency finalizes the rule, it publishes a final rulemaking addressing comments submitted in response to the initial proposal.

- Better Markets carefully reviews the final rule for compliance with the law and administrative record.
- Better Markets comments on the final rule and strategizes on further action, if appropriate.

5 LITIGATION: The courts may review a rulemaking and reverse, revise or remand a final rule that is substantively or procedurally flawed. Challenged rules are often stayed pending the outcome of the litigation.

- Better Markets considers litigation.
- If the new rule is challenged in court, Better Markets evaluates the challenge and, if appropriate, supports the agency and the process via amicus briefs and other advocacy.

6 IMPLEMENTATION AND INTERPRETATION: The agency interprets and provides guidance (and too often exemptions or relief from compliance) relating to the rule.

- Better Markets monitors how the rule is implemented and how the rule is interpreted by staff and agencies.

7 ENFORCEMENT: The agency also must then enforce the rule.

- Better Markets monitors the enforcement of the rule.
- Better Markets challenges the agency when such enforcement fails to uphold the law or fails to punish and deter lawbreakers.

8 ROLLBACK: Action to repeal, dismantle or otherwise diminish the effect of a law or regulation is taken.

- Better Markets works to defend the rule if the agency rolls it back or if there are attempts by Congress to weaken the rule inappropriately.

THE OPPORTUNITY

Better Markets is seeking a dynamic and experienced fundraising professional to lead and expand our strategic partnerships and development efforts. As Americans continue to struggle to achieve economic security and prosperity, this is a pivotal time for the country and Better Markets, which is at the forefront of fighting for all Americans rather than just the already wealthy and well-connected. That requires a financial system that supports the real productive economy and creates broad-based wealth, rather than extracting wealth from those who already have too little. With a uniquely qualified staff of subject matter experts, Better Markets advocates for that economy primarily by being a counterweight to the financial industry in the policymaking process across Washington, from the White House and Congress to the regulatory agencies and the media. We bring Americans' voices and interests to the halls of power, forcing those in power to address Main Street interests.

This is an exciting and rare opportunity to play a key role in building an economy that makes the American Dream available to all Americans again, advances economic, social, and racial justice, and restores transparency, oversight, and accountability in the financial system. This work impacts every American because it impacts everyone who rents an apartment, has a home, a job, a bank savings or checking account, a credit or debit card, a financial app, a mortgage or student loan, a loan of any type, or uses any financial product or service.

As Director of Development, you will shape and execute a comprehensive fundraising strategy to grow and diversify our base of supporters. You will work closely with the President & CEO, the Board of Directors, and a passionate team of experts to drive Better Markets' mission forward. This position will ensure that the organization has the resources to continue fighting for an economy that is full of opportunity, serves the needs of Main Street Americans, small businesses, and community banks, and rewards Americans with the security and prosperity they deserve.

ESSENTIAL DUTIES & RESPONSIBILITIES

- ❖ Develop and lead the implementation of a comprehensive, multi-year fundraising strategy to meet and exceed annual revenue goals.
- ❖ Identify, cultivate, solicit, and steward a diverse portfolio of prospects, including individuals, foundations, corporations, and other institutional donors.
- ❖ Build strong, lasting relationships with current and prospective donors, focusing on increasing donor engagement and retention.
- ❖ Manage all aspects of the development program, including prospect research, donor communications, events, grant applications, and reporting.
- ❖ Partner with the President & CEO and Board of Directors to leverage their networks in support of fundraising goals.
- ❖ Coordinate with the Communications Director to develop compelling materials that support fundraising and donor engagement efforts.
- ❖ Track fundraising performance; prepare regular reports and analysis to inform strategic decisions.
- ❖ Maintain accurate and up-to-date donor records, gift processing, and reporting in the organization's development database.
- ❖ Oversee the planning and execution of donor cultivation and stewardship events.
- ❖ Stay informed of philanthropic trends and best practices and identify new opportunities for funding growth.
- ❖ Perform other duties as assigned in support of the organization's mission and strategic goals.

THE CANDIDATE



QUALIFICATIONS

- ❖ Minimum of 3 to 5 years of progressively responsible experience in nonprofit fundraising, with a proven track record of securing major gifts and meeting revenue goals.
- ❖ Demonstrated success managing a foundation and individual giving portfolio of five-, six-, and seven-figure donors.
- ❖ Demonstrated success working with philanthropists and benefactors (including institutional foundations) with a commitment to large-scale theories of change.
- ❖ Proven ability to design and implement successful fundraising strategies and build donor pipelines.
- ❖ Self-motivated and proactive leader with strong organizational, strategic planning, and project management skills.
- ❖ Knowledge of funders in the progressive philanthropic space.
- ❖ Excellent interpersonal and communication skills, with the ability to effectively articulate Better Markets' mission and impact to diverse audiences.
- ❖ Strong collaboration skills; ability to work effectively with senior leadership, board members, staff, and external stakeholders.
- ❖ Proficiency in development operations and donor database management; experience with CRM systems and wealth screening tools.
- ❖ Fluency in and comfort with CRM systems and wealth screening tools.
- ❖ Skilled at generating reports and leveraging data to inform strategy and decision-making.
- ❖ Bachelor's degree required; advanced degree or professional certification (e.g., CFRE) a plus.
- ❖ Willingness and ability to travel as needed.



Applications should be submitted at
<https://driwaterstonehc.com/position/better-markets-dod/>

Compensation:

The salary range is from \$145,000 - \$175,000 and is dependent upon qualifications and experience. Better Markets offers an excellent benefits package including no-monthly-contribution health insurance (dental and vision included), short- and long-term disability, a 401(k) plan with a 5% annual employer contribution, tax-deferred flexible spending accounts, vacation and sick leave, family leave, a monthly home office allowance, and commuter benefits.

Location:

Better Markets' office is located in downtown Washington, DC, conveniently close to the Blue, Silver, and Orange line stations at Foggy Bottom and Farragut North. This position is hybrid, offering both in-office and work-from-home opportunities, but this position requires the successful candidate to be based in D.C.

Equal Opportunity Employer:

Better Markets is an Equal Opportunity employer. Personnel are chosen based on ability and qualifications without regard to race, color, religion, sex, national origin, disability, marital status, or sexual orientation, in accordance with federal and state law.

About DRiWaterstone:

DRiWaterstone is a women-founded executive search firm recognized by Forbes magazine as one of the leading executive recruiting firms in the U.S. With a focus on purpose and mission-driven organizations, we provide executive search and strategic consulting services to help regional, national, and international clients grow, thrive, and excel.