

CHIEF ADVANCEMENT OFFICER

POSITION PROFILE

Organization: ***Chinese American Service League***

Location: ***Chicago, IL***



MANEVA



The Chinese American Service League (CASL) is a dynamic and forward-thinking organization dedicated to empowering and serving the Chinese American community and its broader constituencies. With a rich history spanning more than 45 years, CASL has continually evolved to meet the changing needs of the people it serves while fostering cultural pride, community integration, and collective advancement. **Building on the wisdom of generations, CASL catalyzes the transformation of individuals, families, and the community for an equitable future.**

Grounded in the principles of equity and justice since its founding, CASL continues to champion diversity, equity, inclusion, and accessibility at every level of the organization. Through its comprehensive programs, CASL connects families and individuals with the vital support they need to thrive. CASL's core areas of impact are:

- **Education Services:** Education programs support people of all ages, from birth through adulthood, in building skills and achieving their goals. These initiatives help children and families succeed in school and create brighter futures for the next generation.
- **Human Services:** CASL empowers individuals and families with trusted support through life's challenges. Services include immigration and employment assistance, housing and legal support, and programs that ensure older adults can live strong, secure, and fulfilling lives.
- **Health Services:** In order to serve the community CASL offers preventative care, chronic disease management, and behavioral health services—all with culturally responsive support and personalized attention.
- **Impact & Advocacy:** CASL actively engages with the community to understand real needs and drive meaningful change. This includes ChangeInSight, a national movement of nearly 40 nonprofits using community-driven data to uplift Asian American, Native Hawaiian, and Pacific Islander voices.

You can learn more at <https://casl.org/>



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The Chief Advancement Officer (CAO) plays a crucial role in shaping and driving CASL's long-term financial sustainability and mission impact. Reporting directly to the CEO and working closely with the Board of Directors, the CAO is a key leader responsible for crafting and executing a comprehensive philanthropic strategy that ensures CASL's growth and ability to meet the evolving needs of the communities it serves.

As a core member of the executive leadership team, the CAO will provide visionary leadership, fostering deep relationships with individual, corporate, and foundation donors. This position is charged with expanding the organization's donor base, diversifying funding streams, and leading multi-faceted fundraising initiatives, including capital campaigns. The CAO's leadership will be pivotal in ensuring the financial health and continued success of CASL's mission-driven work.

The CAO will join a high-performing team, collaborating closely with the CEO, senior team, staff, board members, and community partners. Responsible for helping CASL just over \$10 million annually, this is a hands-on leadership role requiring both strategic foresight and a willingness to engage directly in operations, fundraising, and staff mobilization.



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Key responsibilities for the CAO include, but are not limited to:

- Develop, implement, and monitor a comprehensive fundraising strategy encompassing individual giving, major gifts, corporate and foundation support, special events, and capital campaigns.
- Partner with the CEO, COO, Senior VP of Program Strategy, and Board of Directors to align fundraising initiatives with CASL's mission, programs, and long-term goals.
- Strengthen and expand the donor pipeline by identifying, cultivating, and stewarding relationships with major and transformational gift prospects.
- Lead major campaigns, including capital and comprehensive initiatives, ensuring clear goals, effective engagement strategies, and measurable outcomes.
- Oversee donor communications and marketing in partnership with MarCom, articulating CASL's impact and ensuring consistent, compelling messaging.
- Build and manage a high-performing advancement team, setting metrics, tracking progress, and fostering a culture of accountability and continuous improvement.
- Partner with the Board of Directors to develop and execute an annual board campaign, ensuring 100% participation and equipping board members with the tools and guidance needed for fundraising success.
- Manage budgeting, forecasting, and financial reporting for the advancement department, ensuring alignment with CASL's financial goals and strategic priorities.
- Use Salesforce and related tools to manage donor data, track engagement, and generate insights that inform strategy, forecasting, and performance evaluation.



LEADERSHIP & COMPETENCY EXPECTATIONS

> **Visionary Leadership and Strategic Execution**

The ideal candidate will bring a strong combination of strategic vision and operational expertise, with demonstrated experience leading high-performing teams and driving results in fast-paced, complex nonprofit environments. This leader must be able to easily translate mission and vision into actionable goals and sustainable practices. The CAO will excel at aligning fundraising strategies with organizational priorities, using data-driven insights and technology platforms to track progress, inform decisions, and drive measurable results.

> **Major Gifts and Fundraising Expertise**

This leader will bring a strong record of securing major gifts, capital and comprehensive campaign funding, individual giving, and endowment support. The CAO must be skilled at cultivating and stewarding relationships with high-net-worth donors, board members, volunteers, and corporate and foundation partners, confidently articulating a compelling case for support, and inspiring investment in CASL's mission. The CAO will advise and collaborate with the CEO and senior leadership on donor strategy and high-stakes fundraising conversations.

> **Board Engagement and Community Influence**

The candidate will build trust and momentum with CASL's board, driving participation and confidence in advancement initiatives. They will also demonstrate cultural competence and the ability to represent CASL authentically, connecting with diverse communities and stakeholders, and elevating the organization's profile through strategic storytelling, advocacy, and public engagement.

> **Team Leadership and Organizational Culture**

A hands-on, people-focused manager, the ideal candidate can lead a team of talented advancement professionals, setting clear goals, fostering accountability, and cultivating a collaborative, impact-oriented culture. The CAO will combine strategic ambition with approachability, coaching and motivating staff and partners, and creating an environment where excellence, continuous improvement, and mission-driven performance are expected and achieved.



COMPENSATION & BENEFITS

This is a hybrid role based in Chicago. Salary for this role is between \$180,000 – \$200,000, accompanied by a strong benefits package.

HOW TO APPLY

To express your interest in this opportunity, please submit your resume and cover letter [here](#).

All inquiries and discussions will be handled with the utmost confidentiality. This position is available immediately, and applications will be reviewed on a rolling basis until the role is filled.

We look forward to hearing from you!



ABOUT MANEVA GROUP

Maneva Group is a leading woman and minority owned executive search firm dedicated to connecting exceptional talent with organizations committed to making a meaningful impact. Through a consultative and client-focused approach, Maneva Group partners with mission-driven organizations to build transformative leadership teams.

Our name, Maneva, comes from the combination of two Sanskrit words: “**Mānav**” meaning mankind & “**Sevā**” meaning service. We are driven by the ideal of our name - service to humanity.