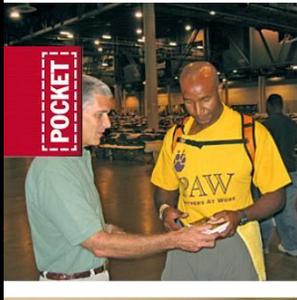




THE  
POCKET  
TESTAMENT  
LEAGUE®



*Mobilizing and equipping*

**Director of Ministry Advancement,  
South-East Region**

HALF | TIME  
TALENT SOLUTIONS

# Pocket Testament League

*Read. Carry. Share.*

## Welcome

In 2016 over 7 million people were invited to meet Jesus by reading God's Word. Many accepted Him into their hearts. How? The Pocket Testament League's members simply invited people to receive and read the Gospel of John. The spiritual hunger in our world, both at home and abroad, is real. Jesus is the true bread, and once received, people will never hunger again. Our members, from their own locales, are led by the Holy Spirit to invite people to consider Christ.

### Mission:

To mobilize and equip Christians to Read, Carry and Share® the Word of God.

"If only we could get people to read the Book for themselves it will surely lead them to Christ."

—Helen Cadbury

The ministry began in 1893 as the vision of a teenage girl named Helen Cadbury, daughter of the president of Cadbury Chocolates, as a means of winning her classmates to Christ. Helen was so excited to share her faith that she organized a group of girls who sewed pockets onto their dresses to carry the small New Testaments her father had provided, thus came the name "The Pocket Testament League." The group pledged to read a portion of the Bible daily, pray and share their faith as God provided opportunity.

*That same vision still drives the ministry today.*

In 1904, Helen married evangelist Charles Alexander, who officially organized the League with Dr. J. Wilbur Chapman in Philadelphia, PA in 1908. In 1914, the League opened an office in London, and began sharing Gospels as part of its WWI outreach, and in October of that same year, an evangelism campaign gave out 400,000 New Testaments to soldiers on Salisbury Plain.

In all, more than 110 million copies of the Gospel have been shared by League members since the start of this world-changing ministry. Membership now stands at 592,861 Christians who have a desire, like Helen did, to share the Word of God. All because one brave young woman had a vision to bring God's Word to the lost souls around her.

## Results

By God's grace, the results Pocket Testament League sees every day are changed lives. Lives changed by those who receive God's Word. Lives changed for those who offer it in love. The ministry is driven to encourage and equip believers for the Great Commission.



Today The League still prints small, pocket-sized Gospels of John in languages, such as English, Simplified Chinese, Traditional Chinese, Italian, Japanese, Russian, German, Spanish and Portuguese. The League partners with local Bible Societies for accurate Bible translations, and ships from several locations around the world.

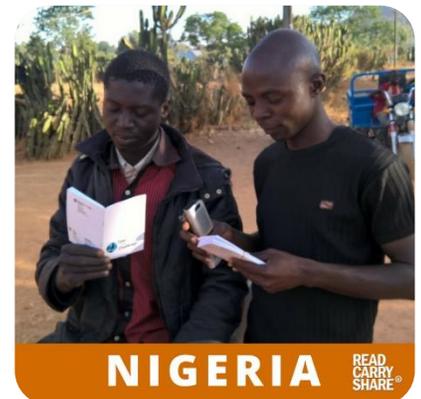
Given the amount of members The League serves, they keep the staff on the smaller side to make the most of the financial resources God has granted them through their supportive donors. The staff, located throughout North America, typically work from home where they manage the needs of members. With almost all of the Gospels of John being ordered online, it allows The League to serve their members in the most efficient way, as well as manage the growth of the ministry electronically. Operating in a high-tech, low-cost way means more dollars can go into producing the Word of God.

## Members

Individuals can become a part of the community of The Pocket Testament League at no cost to them. Each member is invited to dedicate one of their pockets to the Lord, and then use that pocket to share their faith with others by prayerfully seeking evangelism opportunities throughout the course of the day, and to give that Gospel away as a free gift to someone they meet. More often than not, people are delighted to receive a quality publication of the Gospel of John and many decisions for Christ have been made. Our members frequently share their inspiring stories online.

Members enjoy a variety of free resources designed to help them make it a goal of their life to **read** the Bible, **carry** Scripture with them wherever they go, and **share** it with others as God provides opportunities. Some examples include:

- The 21-Day Challenge – a daily devotional to establish daily reading habits, experiencing the life of Jesus in 21-days.
- Evangelism Boot Camp – a free 7-part online training course, providing a self-paced program making it easy for Members to learn how to share their faith in a comfortable manner.
- Personal scripture journal with daily devotionals, story-sharing and prayer requests, to help track progress as a member.
- Resources for kids including Pocket Testaments of their own.



# Director of Ministry Advancement, South-East Region

## Overview

The Director of Ministry Advancement, SE Region (DMA) will lead Pocket Testament League's efforts in advancing the Gospel of Jesus Christ throughout the world. This is accomplished through fundraising to support and sponsor League Members who access and share Gospel of John testaments and other resources, as more than 50% of the League's Members require financial underwriting to distribute the pocket testaments in the networks they have identified.

This position has two goals:

- 1) Through the work of relationship building and fundraising, the Director of Ministry Advancement will raise funds equivalent to their salary, fringe benefits, and expenses in their first year of employment, and will increase funding above this threshold each year beyond their first year of employment.
- 2) The DMA will participate in the creation of a Development Operation within The League. Joining with other development personnel, the individual can help shape this operation as The League expands into planned giving, grants, etc. This will be guided by the Strategic Plan of The League.

This first goal is weighted more heavily than the second goal and describes the primary focus of this position. The League's highest priority though, is a long-term relationship with the DMA and as such the most important quality is that the Director **personally embrace the Mission and Work of The Pocket Testament League.**

The Director of Ministry Advancement will be responsible for recruitment of significant financial and prayer resources enabling the Gospel to both penetrate the United States, and expand across the world. The successful DMA will develop relationships primarily in the business sector with Christians of capacity and vision, inviting them to support this ministry.

Candidate qualifications will include either a high level of relationship building and sales experience in the business world (i.e. CEO, EVP Sales, etc.), but one who is looking to move from a personal focus on success to a new personal passion for significance, or, referenceable experience in advancement for faith-based, evangelical non-profits. The position requires travel, superb relational selling skills, will offer incredible, rewarding ministry challenges, all the while offering operational freedom.

A demonstrable passion for sharing and spreading the Gospel is a primary characteristic of the candidate being sought. Additionally, he or she will exhibit spiritual leadership and maturity, sound judgment, and strong interpersonal skills. Critical to the success of this position is the ability of the Director to understand, personally embrace and communicate the mission of the The League and engage to a greater extent, Christians of capacity. Joining The Pocket Testament League invites both the DMA, and those donors who they invite to partner prayerfully and financially, to move from success to significance.

The successful candidate must be a high-energy person who takes pleasure in the hunt for new donors while lifting the existing donors to more engaging and fulfilling generosity levels. The DMA will be responsible to personally develop and manage a portfolio of 50-150 donors. These donors will be new to

The League, offering the DMA the opportunity to develop deep personal relationships with each donor through strategically developed moves management methods. Qualified candidates will have demonstrated success through self-motivation, strong self-discipline in planning, organizing and managing their previous positions and lives. These are key ingredients to success as The League is a virtual organization so the Director will work from home, limited to periodic personal interaction with League leadership.

The candidate will enjoy up to 50% travel accomplished in a creative, financially responsible manner. The role will also include occasional evening and weekend obligations, requiring flexibility in one's personal life to accommodate these responsibilities. If one's spouse is interested in joining alongside, assisting the DMA in travel and ministry, then she or he might also be involved in such travel, paid for by the League, within reason. This role uniquely offers a ministry opportunity that both the DMA and their spouse can experience together.

The DMA's South-East Region spans from Virginia south to Florida, and from the Atlantic west, stopping short of Texas. The Position reports to the Vice President, and will work closely with the Chief Operations Officer, who is responsible for Member Care, Marketing and Donor Analytics.

## **Responsibilities**

The Director of Ministry Advancement will hold the following responsibilities:

- Develop strong relationships with donor prospects connecting them to the mission of the Pocket Testament League and the financial needs of the ministry;
- Research donor prospects for their affinity to the ministry and its mission, as well as their capacity for giving, and setting relationship priorities to ensure efficiency in fundraising investments;
- Develop proposals that engage the heartbeat of donors and prospects and invite them to support the vision, priorities and work of The League;
- Serve as a primary point of contact and support for donors, responding to their questions, personal issues, concerns, interests, and other needs in an effective, meaningful way, building trust as a capable and knowledgeable authority of the ministry;
- Assist in implementing programs (campaigns, weekends, dinners, etc.) and trips that engage and cultivate donor support for the vision and impact of The League;
- Build meaningful, face-to-face relationships with donors followed by requests for support in the future through face-to-face meetings;
- Maintain thorough records of plans and interactions with donors in the donor relation management system;
- Regularly provide reports on visits, relationships, activities, results and other key performance metrics compared to goals;
- Actively contribute to the improvement of operations of the Development Office and the League.

## **Key Candidate Characteristics**

- Strong faith in Jesus Christ as Savior and a God-honoring lifestyle;
- Passion for spreading the Word of God with a history of personal evangelism and supporting ministries who share God's Word with others;
- Personal alignment with the League's vision, mission, and values;
- A self-starter whose track record will demonstrate a personal drive of growing revenue and advancing his or her mission;

- A humble and teachable spirit, a genuine personality, approachable, a reputation of integrity, flexible and emotionally resilient, and the ability to work independently and interact well with all levels of donors and the ministry;
- Strong written and spoken communication skills;
- An active listener with the ability to hear as you build relationships.
- Assimilate, capture, and share meaningful donor stories;
- An awareness of, affiliation with, and a passion for the Pocket Testament League would be highly desirable.

## Requirements

- Candidates coming from a marketplace background must have demonstrated experience developing and growing a sales territory and will have done so leading other organizations through successful growth;
- Candidates will produce strong references supporting a track record of successful relationship building;
- Candidates may have major gift development, planning and fundraising experience, including fundraising background in an evangelical, faith-based organization. This will include a proven track record in building strong donor relationships through consistent development methods;
- Strong organizational skills to conduct donor research and development, major gift solicitation, planned giving development, foundation development, direct response solicitation including direct mail (appeal letters) digital direct response, and special events;
- Strategic thinker and a compelling communicator (both written and verbal)
- Requires a minimum of a Bachelor's degree or equivalent;
- Adept with using contact management systems such as GoldMine, Sales Force or ACT, and effective with using Excel spreadsheets and Power Point;
- Experience managing budgets and project management skills are highly desirable;
- Will require at least 50% travel and occasional evenings and weekends.

**For more information, or to apply for this position, please contact**

**Greg Barnes, President**

**John Williams, Senior Search Consultant**

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