

VICE PRESIDENT, MAJOR GIVING POSITION GUIDE

ABOUT THE NATIONAL PARK FOUNDATION (www.nationalparks.org)

As the official nonprofit partner of the National Park Service, we directly impact what matters most: our precious parks.

The National Park Foundation (NPF) was founded 51 years ago, chartered by Congress as the official philanthropic partner of the National Park Service. NPF supports programs and projects across all 417 national parks, with a focus on protecting landscapes and wilderness, historical sites, and places of cultural significance. Through the generation of private philanthropy, the National Park Foundation safeguards our national treasures and works to engage the next generation of park stewards with a strategic vision to Protect, Connect and Inspire.

The National Park Foundation was founded on, and continues to embody, a set of core values that reflects its unwavering commitment and connection to the national parks:

- **Philanthropy:** We believe private resources are critical to embracing America's national parks, monuments, historic places, and programs.
- **Stewardship:** We believe the national parks are treasured resources and that all Americans have a responsibility to understand, protect, and care for them.
- **Outreach:** We believe that by engaging people across all ages, races, and backgrounds that we will create the next generation of park supporters.
- **Partnership:** We value quality relationships and partnerships that best multiply direct, positive impacts to the National Park Service.
- **Commitment to the National Park Service:** We are dedicated to working jointly with the National Park Service, advancing mutually beneficial relationships built on trust, collaboration, and a shared vision for our national parks.
- **Vitality:** We make innovative investments and support activities that build a financially and perennially strong Foundation (NPF).
- **Accountability:** We place a premium on carefully measuring and clearly communicating how our resources are being invested to support the NPF mission.



THE POSITION

The Vice President, Major Giving will serve the National Park Foundation as a critical leader of the Philanthropy team, focusing on giving at the five- and six-figure level. Reporting directly to the Senior Vice President of Philanthropy, this Vice President will be responsible for building out the major giving program for NPF. The Vice President will be part of a

fast-paced and growing philanthropy team, responsible for actively managing a portfolio of donors as well as a national team of major gift officers. The Vice President will also work closely with the National Council and be responsible for developing a pipeline of additional potential members. At the request of the Senior Vice President, the Vice President will work with leadership volunteers, including board and emeriti, to strategically build those relationships and those in their circles of influence.

The Vice President will play a key role in helping to strategically build the major gift pool in support of an upcoming campaign and NPF's long-term major gift effort. This position is particularly critical in building on the momentum of the Centennial Campaign by qualifying and soliciting thousands of new donors at the \$1,000 to \$25,000 level, and working collaboratively with other Philanthropy team leads to maintain a seamless progression of giving and stewardship at all levels. The Vice President, Major Giving will be primarily responsible for developing a strong pipeline of donor prospects into a robust revenue-generating major gift program.



The successful candidate will be comfortable in a fast-paced environment, able to manage a team while also building a growing portfolio of donors. S/he must be willing and able to travel across the country to qualify and meet with donors in support of National Park Service projects. The Vice President must be a self-starter, capable of working independently to build a more robust major giving program, while also working to create a more collaborative culture across the Philanthropy team. Location can be flexible, with a preference for Washington, DC, East Coast or West Coast.

MAJOR OBJECTIVES

Within the first 12-18 months, the Vice President, Major Giving will achieve the following:

- Establish a process and protocols for qualifying donor prospects at the major gift level.
- Build donor portfolios for him/herself as well as the major giving team.
- Begin soliciting major gift donors in support of upcoming campaign initiatives.

RESPONSIBILITIES

- Strategically and actively manage assigned portfolio by building meaningful relationships with donors and prospects in order to maximize gifts to NPF in alignment with donor interests and NPF projects and programs.
- Have a thorough knowledge of NPF programs and projects and the ability to communicate them verbally and in writing to donors and donor candidates. Work with staff leadership to ensure messaging is consistent.
- Steward and cultivate National Council members in their giving to NPF while also developing a pipeline of new members at the major gift level.
- In coordination with the Senior Vice President of Philanthropy, set annual performance goals (visits, proposals, closed gifts, moves, and financial) and work to meet or exceed those targets.
- Model best practices for donor cycle and pursue annual, campaign and planned gifts. Have a thorough knowledge

of all relevant gift vehicles and/or involve subject matter experts as necessary.

- Under the direction of NPF leadership, partner with other departments and ensure campaigns are on message and appropriately coordinated with the National Park Service and Department of Interior.
- Ensure that work activity is recorded in Raiser's Edge in a manner that is consistent with department guidelines.
- Work toward the development of written short- and long-term strategies for the top third of the assigned portfolio in a manner that is consistent with department guidelines.
- Work collaboratively with the development team to ramp up funding across all areas of fundraising. Attend and contribute to strategy development for personal portfolio and collectively for the department's overall pipeline.

QUALIFICATIONS

The following specific skills, experience, knowledge and attributes are desirable for a high performing Vice President, Major Giving:

- Five to seven years of development experience, with a particular focus in major and principal gifts.
- Ability and confidence to develop and maintain relationships with donors.
- Experience with major- and principal-level donor cultivation, solicitation, and stewardship.
- Cold-calling experience.
- Experience in restricted, unrestricted, outright and deferred fundraising techniques.
- The ability to work on multiple projects simultaneously and meet deadlines in a high-pressure environment.
- Proficient with the Office 365 suite of products.
- Working knowledge of documenting visits, writing briefings, major gift proposals and reports as well as familiarity with fundraising software (particularly Raiser's Edge).
- Superior written and verbal communication.
- Demonstrable passion for conservation and the National Parks in particular.
- Ability and willingness to travel to engage in donor qualification and cultivation.
- A bachelor's degree or equivalent experience in a related discipline is required; an advanced degree is preferred.

APPLICATION

To be considered for this opportunity, please send a letter of interest and resume to:

Colleen Rogers

Consultant, Executive Search

colleen.rogers@campbellcompany.com

Phone: (312) 896-8906



The National Park Foundation is an EEO employer