



## Northwest Director of Philanthropy

### Position Guide

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### About The Trust for Public Land

The Trust for Public Land works to protect the places people care about and to create close-to-home parks -- particularly in and near cities, where 80 percent of Americans live. The Trust for Public Land believes that everyone in America's cities should live within a ten-minute walk of a great park. By employing an integrated four-part approach: Plan, Fund, Protect and Create, The Trust for Public Land's goal is to ensure that every child has easy access to a safe place to play in nature. The Trust for Public Land also conserves working farms, ranches, and forests; lands of historical and cultural importance; rivers, streams, coasts, and watersheds; and other special places where people can experience nature close at hand. Since 1972, The Trust for Public Land has protected more than 3.3 million acres and completed more than 5,400 park and conservation projects.

Washington residents love to get outside—whether for simple sightseeing or active recreation such as boating, biking, camping, kayaking, or hiking. This connection to nature contributes to the state's high quality of life, attracting families and employers. Working from offices in Seattle and Wenatchee, The Trust for Public Land's conservation and park specialists bring local knowledge and expertise to strategic programs including Parks for People and Our Land and Water.

The Trust for Public Land's work in Oregon is concentrated in three regions: around metro Portland - helping to create a system of parks, trails, and natural areas; in central Oregon - working to map, prioritize, and protect irreplaceable river and forest lands; and in the Willamette Valley - partnering with local agencies to give people better access to surrounding nature.

#### KEY INFO

##### MISSION

*The Trust for Public Land's mission is to create parks and protect land for people, ensuring healthy, livable communities for generations to come.*

##### THE NORTHWEST OFFICE

- \$3.6 million operating budget
- \$1.5 million raised from philanthropy
- 15 staff



## The Position

The Director of Philanthropy leads all fundraising activities to support The Trust for Public Land's operating needs and land conservation efforts in the Northwest. The Director of Philanthropy works closely with the Northwest Area Director to develop fundraising goals and to build a comprehensive fundraising program that maximizes support for the organization and its activities in Washington and Oregon. The position carries a mixed portfolio with an emphasis on individual major gift prospects and donors. The Director of Philanthropy supervises a team of three fundraising staff and directs the team's efforts to identify, cultivate, solicit and steward foundations, corporations and individuals. The Director of Philanthropy helps manage the Northwest Advisory Board and directs their fundraising efforts. The Director of Philanthropy works closely with the Northwest Area Director and reports to the Western Division Director of Philanthropy.

## Major Objectives

- Within the first 12 to 18 months, the Director of Philanthropy will achieve the following: Establish trust and confidence with the Northwest Area Director, local and national staff, and members of the Northwest Advisory Board through capable leadership.
- Create a plan to identify and better engage individuals to become philanthropic supporters of The Trust for Public Land; actively solicit and close five- and six-figure gifts.
- Collaborate with the Northwest Area Director to develop and implement a comprehensive fundraising plan.
- Lead, mentor, and motivate a cohesive team to achieve and exceed 2017 and 2018 fundraising goals.



## Responsibilities

### PROGRAM OVERSIGHT (15%)

- Oversee all fundraising activities, including: the design and implementation of annual and long-range plans, development and realization of annual revenue goals, and setting the priorities and focus for the philanthropy team.
- Work with Northwest Area Director to identify operating and capital needs in order to integrate and direct fundraising efforts.
- Track and report progress toward revenue and programmatic goals.
- Monitor philanthropy associated expenses ensuring proper investment of resources.
- Oversee donor communications and recognition, coordinating with regional and national marketing departments.
- Direct and coordinate the involvement of Northwest Area Director and program staff with donors and in overall fundraising.

### **RELATIONSHIP MANAGER (50%)**

- Manage a portfolio of approximately 120 donors and prospects with an emphasis on individual major gift donors and prospects, including: donor identification, strategy development, cultivation, solicitation, and stewardship.
- Maintain donor records and track “moves management” in the database.
- Conduct donor visits regularly and often.
- Make direct solicitations and close gifts. Realize annual fundraising metric for position.
- Write solicitation letters and proposals as needed.
- Coordinate and implement donor field trips, events, and recognition as needed.
- Track and meet deadlines.
- Engage other staff members and volunteers in fundraising efforts as appropriate and necessary.

### **ADVISORY BOARD COORDINATION (15%)**

- Work with Northwest Area Director and Northwest Advisory Board Chair to sustain and grow the Advisory Board. Identify and recruit new members and direct the fundraising knowledge and efforts of the Board.
- Oversee the cultivation, solicitation and stewardship of individual Board members ensuring 100 percent participation in annual giving at the Conservation Champion level.



### **MANAGEMENT (15%)**

- Supervise Institutional Giving Manager, Engagement Officer, and Philanthropy Associate.
- Support success of individual staff members through regular communication, guidance and contact.
- Provide direction in regards to allocation of time and effort and ensure proper training and professional development as needed.
- Communicate shared vision for program and expectations of each position.
- Monitor progress and provide constructive feedback. Deliver annual performance assessments.

### **OTHER DUTIES AS ASSIGNED (5%)**

## **Qualifications**

- Management experience and demonstrated ability to function effectively as a member of a team, ensuring close coordination and integration with other staff members.
- At least six years of fundraising experience, including individual major gift solicitations.

- Knowledge of and experience with Seattle and Washington philanthropic communities.
- Experience recruiting and managing volunteer boards, as well as working with volunteers to fundraise successfully.
- Self-motivated; able to multi-task with excellent attention to detail and deadlines; and can perform successfully without regular supervision.
- Excellent oral and written communication skills, along with organizational skills.
- Computer proficiency with various Microsoft Office applications (Word, Excel, PowerPoint).
- Proficiency with complex databases or donor management software a plus.
- Understands The Trust for Public Land's gift acceptance policies and ensures ethical compliance with fundraising best practices, as defined by the Association for Fundraising Professionals.
- Interest and commitment to The Trust for Public Land's mission.
- Bachelor's degree required.
- Willingness to work flexible hours.
- Willingness to travel occasionally.

## Application

The Trust for Public Land has retained Campbell & Company to conduct this search. The Trust for Public Land offers a highly competitive salary, a comprehensive benefits package, and relocation assistance. The team for this project includes Kris McFeely and Colleen Rogers. To be considered for this opportunity, please send a letter of interest and resume to:

**Colleen Rogers**

Associate Consultant, Executive Search

(312) 896-8906 direct

[colleen.rogers@campbellcompany.com](mailto:colleen.rogers@campbellcompany.com)

**Campbell & Company**

[www.campbellcompany.com](http://www.campbellcompany.com)

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