

Director, Principal Giving

The National Park Foundation is seeking a strategic, innovative, and proactive Director, Principal Giving to further enhance the fundraising capacity of the Philanthropy team. The Director, Principal Giving will be a sophisticated, high-energy individual with a passion for the mission of the National Park Foundation. S/he will work collaboratively to identify, cultivate, solicit and steward six-, seven-, and eight-figure gifts. The individual will have demonstrated expertise in developing principal giving strategies, connecting donors to content, building key relationships and closing gifts. The Director will personally manage and maintain a portfolio of high-level campaign prospects in support of the National Park Foundation's annual goals and long-term objectives of doubling the Foundation's impact to the National Park Service and creating a stronger and more recognizable brand over the next five to seven years. The position may be based in Washington DC or on a remote basis depending upon the applicant's background and credentials.

WORKING AT NPF

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

In 1872 America did something unprecedented; it set aside more than one million acres of wilderness for the benefit and enjoyment of the people. For more than 100 years, citizen involvement and private philanthropy have helped to improve, preserve and protect America's national parks. Since it was established by Congress in 1967, NPF has sustained this legacy of private philanthropy. We are a small organization with a big mandate. Learn more about us at www.nationalparks.org.

RESPONSIBILITIES AND DUTIES

- Serve as a key member of the philanthropy team responsible for raising approximately \$30M in Principal and Major gifts reporting to the Senior Vice President for Philanthropy.
- Actively build, manage, and maintain a high-value portfolio of approximately 40-60 individual and family foundation donors and prospects with capacity to give primarily at the six-, seven-, and eight-figure levels.
- Work closely with the Acting/Chief Philanthropy Officer, SVP for Principal Giving, and the Philanthropy team to identify, cultivate, solicit and steward donors to achieve annual fundraising targets according to agreed-upon metrics, milestone, and deliverables.
- Focus efforts in such a way to allocate at least 30-40 percent of time per month to spend traveling and/or conducting meaningful donor meetings and encounters.
- When appropriate, liaise with the Office of the President, Board of Directors, and other volunteer leadership groups to form connections with prospects and donors and where that interaction can serve to advance their cultivation and solicitation.
- Help build the principal and major giving pipeline, identify innovative fundraising opportunities, and create engagement strategies that increase donor giving, upgrades, and retention. Participate and contribute to regular and *ad hoc* meetings and discussions focused on disposition of donors related to their individual giving life cycle at NPF.
- Activate prospective and current donors to engage their philanthropic and business networks in the interests of building a bigger community of supporters for national parks
- Be a strong and proactive communicator for NPF's mission by preparing written correspondence; designing and writing proposals and solicitations; preparing strategy, briefing, and talking points documents; and creating presentations describing parks and park projects.

- Adhere to NPF's established best practices for management of donors, as well as share knowledgeable experiences from other organizations for management of donors.
- Utilize NPF's current and future CRM tools to track and document information about prospects and donors and to enable periodic analysis of performance, metrics, and goals.
- Form a collaborative relationship with NPF's strategic services department to assist with support services such as research, analysis, cultivation, and stewardship.
- The position requires a willingness and ability to travel approximately 30 percent of the time.
- The ideal candidate will possess a strong affinity for national parks with the ability to serve as a compelling ambassador for the National Park Foundation. Proficiency and natural ability to take the National Park Foundation's complex subject matter and inspire funding.
- Experience in and commitment to using computer-based donor relationship management systems (e.g., Raiser's Edge) in support of fundraising efforts.
- Personal characteristics associated with successful fundraising professionals, including a vigorous work ethic, sound judgment, impeccable integrity, demonstrated initiative, appropriate professional appearance, intellectual curiosity, personal and professional stamina, and the temperament to work effectively and productively with colleagues, donors, volunteers, etc.
- Excellent interpersonal skills, including the ability to communicate effectively and concisely (both in writing and orally) with multiple audiences; listens as well as gives advice; and respects others.
- Strong planning and organizational skills.
- A positive, enthusiastic attitude and proven success as a strong, diplomatic and collegial colleague.
- Demonstrated ability to manage multiple projects and deadlines.
- A broad knowledge of industry best practices, standard operating procedures, and new approaches to philanthropic giving

ESSENTIAL EXPERIENCE, SKILLS AND COMPETENCIES

The ideal candidate should have the following:

- Bachelor's degree required; advanced degree and/or record of continuing professional development preferred.
- Eight years of demonstrated success in personally: building philanthropic relationships with high-net worth individuals; working closely and productively with volunteer and senior staff leadership; and identifying, cultivating, soliciting and closing leadership gifts.
- A proven track record of developing successful individual fundraising strategies that expand the base, grow revenue, and strengthen existing donor relationships.
- Experience personally cultivating, soliciting, and stewarding gifts at the six-, seven-, and eight-figure level. Experience managing a portfolio, working with donors and donor candidates and securing principal gifts. Demonstrated analytical and strategic fundraising skills with the ability to recognize short- and long- term opportunities.
- Extensive experience working closely and naturally with senior leaders, high-level volunteers, and high-net-worth individuals.
- Excellent donor, prospect, volunteer and board communications/relations skills.
- Prior experience working on a large-scale, national campaign for a complex organization.
- Ability to work independently and within a team environment.

DESCRIPTION OF PHYSICAL DEMANDS AND WORK ENVIRONMENT

While performing the duties of this job, the employee is regularly required to sit. The employee is frequently required to talk and hear. The employee is occasionally required to stand; walk; use hands to finger, handle or feel; and stoop, and/or kneel. The employee occasionally must push and/or move up to 10 pounds. Specific vision demands required for this job include close vision and ability to adjust focus.

TO APPLY

If you know you are the perfect candidate for this position, we want to hear from you. Please submit your application through the National Park Foundation ADP portal found [here](#).

*National Park Foundation is an Equal Opportunity Employer that welcomes diversity in our organization.
Candidates of all backgrounds are encouraged to apply.*