

TRUST FOR THE NATIONAL MALL



Senior Director of Philanthropy Washington DC/Hybrid

**Candidate must live in the DC Metro area.*

DRi Waterstone
HUMAN CAPITAL

DRiWaterstone Human Capital
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About the Trust for the National Mall

RESTORING, PRESERVING, AND ENRICHING THE NATIONAL MALL

The **Trust for the National Mall** is the official nonprofit partner of the National Park Service, dedicated to preserving, enhancing, and restoring the National Mall. Their mission is to raise funds and awareness to ensure that this iconic space remains a vibrant symbol of our nation's history, democracy, and culture. Working in collaboration with the National Park Service, they preserve and restore the Mall's historical landmarks and memorials, ensuring their longevity for future generations.

Main areas of focus:

Restoration and Sustainability – The Trust brings its own expertise as well as access to notable architects, engineers, landscape designers and contractors to help expedite select priority projects of the National Park Service division overseeing the maintenance of the National Mall. They are dedicated to this purpose by designing and delivering modern and resilient solutions, improving the conditions of the park's natural resources, upgrading visitor amenities, and providing access to new educational experiences. By mobilizing private support, including in-kind donations, through a strong constituency base of philanthropic partnerships with local corporations, foundations, and individuals, they are able to bring state-of-the-art models and results needed in design, construction management, and sustainability.

Public Awareness & Education – The Trust works to bring attention to the needs of the National Mall and for public and private support to preserve, restore and enrich this iconic landscape. Convening thought leaders, key stakeholders and government officials is an indispensable part of the efforts to propel our initiatives for the National Mall. The Trust's goal for its future educational programming is to provide intellectual, emotional, inspirational and patriotic connection to the purpose and significance of the National Mall.

Volunteer and Community Engagement - The Trust organizes year around opportunities for individuals, organizations and companies to participate in service projects and other volunteer opportunities to support our partners at the National Park Service. Two current programs include Volunteers in Parks (VIP Program) and Trust Service Days. The Trust supports these programs in collaboration with NPS by providing recruitment services, participation in trainings, development of materials and support for supplies.



The Opportunity

The **Senior Director of Philanthropy** will play a leadership role in elevating the individual, corporate and foundation giving programs in support of the Trust's comprehensive campaign. The Senior Director of Philanthropy will be an experienced fundraiser with a track record of having secured major gifts and will manage a portfolio of major donors and prospects. In addition to mentoring a team of gift officers, the Senior Director of Philanthropy will support the management of the major gift pipeline and collaboratively guide strategy for relationship-based cultivation, solicitation, and stewardship to ensure that campaign and annual operating goals are achieved and in alignment with key program growth and organizational priorities. Reporting to the Vice President of Philanthropy, the Senior Director will be involved in campaign planning and building organizational infrastructure to support a successful fundraising operation.

The Senior Director of Philanthropy is a lead fundraiser who will own their own portfolio of major gift prospects to support campaign and program growth. The Senior Director will aid in setting campaign strategy and managing the major gift pipeline, while supporting the strategy for campaign investment areas.

Responsibilities include:

Securing Major Gifts (70%):

- Personally solicits \$5,000,000 or more annually. Solicits and closes gifts at a variety of levels with the aim of encouraging annual giving, multi-year commitments, and estate planning.
- Manages an estimated pool size of 20-25 high-capacity prospects with the goal of securing major and principal-level gifts.
- Locates and cultivate donors interested in unrestricted giving in support of sustaining annual Trust operations.
- Develops and drive relationship-based cultivation and stewardship strategies to effectively meet annual operating and campaign revenue goals.



The Opportunity (continued)

- Develops a deep understanding of the Trust’s mission and impact to serve as a key ambassador, expert communicator, and relationship builder both internally and externally.

Campaign Planning and Strategy (20%):

- Leads special initiatives and creates and promotes opportunities to discuss strategy with the team and with partners.
- Collaborates with other Trust colleagues to support the design of programs and activations to be attractive to funding sources.
- Participates in developing strategy for events like *BALL for THE MALL* and other cultivation/stewardship events to maximize prospect/donor engagement.

Team Leadership (5%):

- Leads by example as a best-in-class fundraiser, relationship builder and gift closer.
- Partners with Senior Director of Philanthropic Operations to develop a donor stewardship plan with a focus on donor engagement and increasing donor retention at all levels with personalized stewardship for major donors.
- Serves as a strategic thought partner with the Vice President of Philanthropy and the President and CEO in cultivation strategies and solicitations as appropriate.
- Working with the Senior Director of Philanthropic Operations, reviews, and/or recommends policies and planning processes, implements guidelines and protocols for major gift prospect management in collaboration with other Trust leaders to promote accurate forecasting, transparency, efficiency and best practices across the team.

Other (5%):

- Actively participates in building organizational and team culture aligned with the Trust’s values.
- Other duties as assigned.



The Candidate

SKILLS:

- A Philanthropic Leader: An Expert fundraiser with uncanny comfortability to work with sophisticated philanthropists and who thrives on securing new gifts
- A competitive drive to reach new heights and achieve goals.
- Exceptional capacity to energize a team and lead a successful giving program.
- Proven and demonstrated major and principal giving success at the highest level.
- Cultivation, stewardship, and solicitation expertise with track record of fundraising success.
- Results-oriented and resourceful in getting things done, meeting deadlines, anticipating needs, and working with minimal supervision.
- Proactive approach to issue identification and resolution.

COMPETENCIES:

- Strategic thinker and doer who not only thinks broadly but activates a plan and sees it through to completion.
- Highly relational with emotional intelligence and the ability to understand how to build trust with both internal and external stakeholders across the organization.
- Exceptionally organized with data and detail focus.
- Confident communications skills, both written and verbal.
- A proactive growth mindset with the ability to carefully lay out next steps as well as recognize and navigate challenges while always keeping the best interests of various stakeholders in mind.

EDUCATION:

- Bachelor's degree required or equivalent professional work or military experience

EXPERIENCE:

- At least 10 years with a successful track record in the management of a major gifts program, which includes significant philanthropy from individuals, corporations, and foundations.
- Experience working on a capital campaign, while not necessary, is a plus.

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Applications should be submitted at
<https://driwaterstonehc.com/position/tfnm-senior-director-of-philanthropy>

All first-round interviews for this position will take place via video conference with DRiWaterstone.

DRiWaterstone is women founded and led executive search firm recognized by Forbes magazine as one of the leading executive recruiting firms in the U.S. With a focus on purpose and mission-driven organizations, we provide executive search and strategic consulting services to help regional, national, and international clients grow, thrive, and excel.

Compensation:

Pay: \$175,000 salary per year. The salary listed is one component of the total compensation package for employees.

The Trust is an equal-opportunity employer:

The Trust provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and professional development.