



## **Director of Philanthropy**

### **About the Shenandoah National Park Trust**

Encompassing 200,000 acres in Virginia’s Blue Ridge Mountains, Shenandoah National Park is a crown jewel of America’s national park system. Nearly 1.5 million people visited Shenandoah National Park last year. They came from across the country and around the world to hike some of the oldest mountains on the planet, swim under a waterfall, cruise down Skyline Drive, view wildlife, take in a Ranger program, learn American history and myriad other experiences.

When Congress established our national park system, it intended to fund parks in perpetuity. However, federal funding has failed to keep pace with parks’ needs. As a result, many national parks have established public-private partnerships to harness the power of philanthropy to better support national parks.

The Shenandoah National Park Trust (the Trust) is the official nonprofit philanthropic partner of Shenandoah National Park. A formal agreement with the National Park Service created this public-private partnership in 2007, which grants the Trust the exclusive right to raise funds on behalf of this government agency—specifically, Shenandoah National Park. These funds help protect Shenandoah National Park’s wildlife and wild lands, restore historic structures, maintain trails, support scientific research and educate and inspire the next generation of conservationists.

We are a staff of five in-house employees, several contract employees and interns. We operate as a development team. We have clear divisions of labor, yet as a relatively small staff, we have an “all hands on deck” approach to special projects that require a heavy lift. Our staff is talented and professional and our office culture is upbeat and collegial. We close the office several times a year for staff hikes.

### **Position Description**

The Trust’s annual operating budget is just over \$1 million. We direct roughly half of that (\$500,000) to programs in Shenandoah National Park. Our goal is to double our direct support to the park within the next several years. The Director of Philanthropy will create the roadmap to enable us to reach this goal.

The Director of Philanthropy is responsible for developing and directing the Trust’s fundraising activities, including raising funds from individuals, foundations and corporations; special events; campaigns; and planned giving. The Director of Philanthropy will set the overall institutional

fundraising strategy and will serve as our primary gift officer. The successful candidate will join the Trust having already led a successful fundraising team that relied on measurable goals. She/he/they also will have a strong track record of successful face-to-face asks at the \$10,000+ level.

Responsibilities include:

- Developing, executing and managing the organization's Annual Philanthropy Plan that aligns with the Trust's strategic plan
- Employing best practices to set aggressive but achievable goals for donor call volume, solicitations, proposals, etc.
- Growing and managing annual fund
- Growing and managing major donor program
- Informing prospect research
- Developing and managing campaigns and other fundraising drives (e.g., crowd funding, local and regional "giving days")
- Launching and managing planned giving program
- Maintaining a portfolio of donors and prospects through the entire solicitation cycle: identification, qualification, cultivation, solicitation, stewardship
- Planning and managing special events
- Collaborating with Board of Trustees and board committees to achieve philanthropy goals
- Projecting annual revenues to assist with operating budget development
- Keeping pace with industry best practices and new trends
- Making presentations at quarterly board meetings
- Making presentations to affinity groups, civic groups, etc. to advance our mission
- Supervising Donors Services Manager

This position reports to the Executive Director. This is an exempt, full-time position.

Due to the expectation that the Director of Philanthropy will accompany donors on walks and hikes, the successful candidate should be able to comfortably walk/hike at least one mile on mountainous terrain.

### **Qualifications**

- Minimum four years' experience in a nonprofit fundraising leadership position with proven success in growing and managing a data-driven fundraising team
- Demonstrated success in (and enjoyment of) face-to-face fundraising
- Experience managing and motivating boards and volunteers for fundraising initiatives
- Experience leading and managing people and working in a team-based environment
- Outstanding written, verbal, and interpersonal communication skills
- Dedication to the mission of the National Park Service and the Shenandoah National Park Trust

## **Desired Personal Traits**

- Inspires and motivates colleagues, board, volunteers, donors, partners and other stakeholders to engage with our work and strive toward success
- Relates well to all kinds of people; builds constructive and effective relationships; uses diplomacy and tact; approachable
- Is widely trusted; is seen as a direct, truthful individual; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain
- Optimistic
- Good at figuring out processes necessary to get things done; knows how to organize people and activities; understands how to separate and combine tasks into efficient work flow; knows what to measure and how to measure it; can see opportunities for synergy and integration
- Clearly and comfortably delegates tasks and decisions; trusts people to perform, take risks and grow in their jobs
- Can make definitive decisions swiftly
- Nimble; can effectively cope with change; can shift gears comfortably; can comfortably handle risk and uncertainty
- Entrepreneurial; desires to take risks with new fundraising ideas
- Respects the organization's culture and the National Park Service's culture and how they differ; is sensitive to how people and organizations function; anticipates where conflicts may arise and plans accordingly

To apply, send resume and cover letter to:

Mr. Darrell Smith, CEO, Highmark Companies at [dsmith@highmarkcompanies.com](mailto:dsmith@highmarkcompanies.com)

Please do not contact the Shenandoah National Park Trust directly.