

ASPEN • LEADERSHIP • GROUP

MAJOR GIFT OFFICER
WASHINGTON NATIONAL CATHEDRAL
Washington, DC
<http://cathedral.org>



The Aspen Leadership Group is proud to partner with the Washington National Cathedral in the search for a Major Gift Officer.

The Major Gift Officer will be responsible for expanding the Cathedral's portfolio of donors and prospects for mission, ministry, restoration, preservation, and special programs. Approximately 95% of the Major Gift Officer's time will be spent contacting, meeting with, and soliciting donors.

Washington National Cathedral was established to hold a special role in the nation's life and continues to answer that call. As it does so, it commits to the ancient vision, fervently proclaimed by Jesus in the Gospels, of a building open to all who seek a place of prayer and barred to no particular religious tradition or sect. It fills the role in the United States of the great cathedral churches of Europe in providing a center at which the public might convene and an anchor for the many communities that grow alongside it.

The name of the Cathedral as an organization, Washington National Cathedral, is also deeply significant. Early in its history, calls to construct the building cited the need for a Washington Cathedral as well as a National Cathedral: the "church for National purposes" sketched into the famous L'Enfant Plan for the District of Columbia as well as a center of faith for the City of Washington and the diocese. The Cathedral continues to acknowledge and honor its place in these multiple spheres.

Since the celebrated moment in 1907 when workmen laid the foundation stone of Washington National Cathedral, the majestic structure has played a vital role in the nation's history. The Cathedral has long served as a grand spiritual center where Americans unite to worship and pray, mourn the passing of world leaders, and confront the pressing moral and social issues of the day.

REPORTING RELATIONSHIPS

The Major Gift Officer will report to the Chief Development Officer, Kalkidan Gossaye.

WASHINGTON NATIONAL CATHEDRAL'S STRATEGIC PLAN

In 2010, Washington National Cathedral embarked with urgency on an effort to discern the possible contours for its second century as a prominent center for faith in the nation's capital and charted the first steps toward long-term financial sustainability. Those intensive processes resulted in a visionary and practical document in the summer of 2011, the Cathedral's first *Strategic Plan*, which guided the operational activities of this historic organization for the subsequent three years.

That plan was revised in 2014 to be reflective of certain trends in American religious and social life that should play a more central role in Washington National Cathedral's life and ministry. This new *Strategic Plan* takes the organization into 2017 and offers a more focused consideration of the issues touched on in the first plan. The mission statement of the Cathedral has been opened and the vision statement made clearer, reconciling the institution's extraordinary power and potential with its current abilities and needs. The term "ministries" replaces "goals" in order to acknowledge the Cathedral's long history and current success in offering key resources to the nation. The term "goals" now refers to aspects of the ministries that the Cathedral seeks to develop or uphold.

The objectives that support the goals are listed in the order that they might occur on a timeline, given the right level of resources. Among the objectives, there are three that rise up as Dean Gary Hall's strategic priorities.

They are as follows:

- Revenue and Sustainability—building up fundraising efforts, coordination, and results; enhancing the visitor experience and the way visitors contribute to the Cathedral; and finding new, repeatable revenue streams among the activities that the Cathedral already knows well.
- Programs—continuing to grow activities honoring and supporting veterans; working on and implementing a plan for the Cathedral College as a concept and as the central programming facility; and expanding the use of the Cathedral as a venue for the arts.
- Congregation—increasing their participation in and support of the Cathedral's daily life; increasing the size of the congregation; and increasing their overall involvement in outreach opportunities.

This strategic plan is designed to help the Cathedral meet demographic changes of the future and the evolving needs for sacred space. This plan celebrates the many vital aspects of the Cathedral's life and work and the much-needed, irreplaceable treasure that Washington National Cathedral is: a resource called to live out its mission for centuries to come.

Read the full Strategic Plan here: [Washington National Cathedral Strategic Plan FY2015-2017](#)

PRIMARY RESPONSIBILITIES

The Major Gift Officer will

- be responsible for soliciting gifts of \$5,000 and higher;
- carry a major gift prospect portfolio of 120-150 major gift prospects in active solicitation cycle (those not in perpetual stewardship);
- maintain 20-30 top prospects that will move through the solicitation cycle in 12-18 months;
- maintain 20-30 emerging prospects whose solicitation is not yet in negotiation and cultivate them to become top prospects within 12-18 months;
- oversee all aspects of each major gift prospect's relationship and timely movement through the solicitation cycle, in coordination with other team members/volunteers (as appropriate), with a focus on moving to a major gift proposal;
- work collaboratively with and in support of governance volunteers, other development staff, and other Cathedral staff to cultivate and solicit donors for Cathedral priorities;
- monitor all prospect contacts to ensure positive and purposeful prospect and donor relations;
- report to the Chief Development Officer and work collaboratively and strategically with the Cathedral senior staff and other development staff; and
- use Raiser's Edge database to record prospect status regularly.

KEY COLLEAGUES



The Very Rev. Gary R. Hall

Dean

The Very Rev. Gary R. Hall assumed his duties as tenth dean of Washington National Cathedral on Oct. 1, 2012. An ordained minister for more than 35 years, Hall is a past dean and president of Seabury–Western Theological Seminary in Evanston, Illinois. He currently serves as the National Cathedral's chief ecclesiastical leader and executive officer, working closely with the bishop of Washington and governing bodies to shape and support ministries to the city of Washington, the nation, and the world.

Hall was born in Los Angeles and holds an A.B. from UC Berkeley and a Ph.D. from UCLA in addition to his M.Div from Episcopal Divinity School in Cambridge, Massachusetts. The congregations he has served include All Saints Pasadena, where he was senior clergy associate for education for 11 years. Prior to his work at Seabury–Western, where he served from 2005 to 2010, Hall was for five years the rector of Church of the Redeemer in Bryn Mawr, Pennsylvania. He most recently was rector of Christ Church Cranbrook in Bloomfield Hills, Michigan.



Rev. Canon Jan Naylor Cope

Provost

The Rev. Canon Jan Naylor Cope was appointed provost of Washington National Cathedral by Bishop Mariann Edgar Budde and Dean Gary Hall in April 2015. As provost, Canon Cope oversees the Cathedral's development department, assists the dean in identifying, cultivating and soliciting major donors and works closely with the Cathedral's leadership on its strategic vision, ministry and mission.

Canon Cope was called as vicar of Washington National Cathedral in late September 2010 following a national search. In this senior position, Canon Cope served as the leader of the Cathedral worshipping community and represented Dean Hall in his absence. In addition to leading the continued development and growth of the Cathedral Congregation, which grew by more than 500 members during her tenure, Canon Cope oversaw comprehensive programs in community life, Christian formation, outreach, pastoral care, stewardship, hospitality, congregational worship, and leadership in the larger Cathedral community.

Formerly associate rector at St. David's Church in Northwest DC, Canon Cope also served as a key lay leader at St. John's Church, Lafayette Square, prior to ordained ministry, holding the positions of senior warden, junior warden, and chair of the search committee for a new rector. Professionally, her strong executive and interpersonal skills have been developed in key positions including her service as deputy director of presidential personnel in the White House. Following that tenure, she was president of a nationally recognized executive search firm, the J. Naylor Cope Company.

Canon Cope graduated *summa cum laude* from Wesley Theological Seminary, and holds a Doctor of Ministry degree from Virginia Theological Seminary. Her doctoral work included a concentrated study of young adult ministry culminating in her thesis, *A Budding Young Adult Ministry: Tending God's Garden at Washington National Cathedral*. She represents the Diocese of Washington as a member of the diocesan Resolutions Committee and as an elected clerical deputy to the Episcopal Church General Convention, 2012 and 2015. Canon Cope will give the keynote address at the 48th Triennial Meeting of the Episcopal Church Women at the 2015 General Convention of the Episcopal Church. Her Anglican Communion involvement includes serving as First Vice President of the Compass Rose Society Board, an international outreach organization, which seeks to support the ministry of the Archbishop of Canterbury and the Anglican Communion. With her husband, John, she has led pilgrimages to the Holy Land and Greece and has participated in mission trips to Honduras, the Holy Land, Cyprus, Malawi, and South Africa. She is also a former member of the Board of Trustees of the Washington Theological Consortium, the Board of Trustees of the Protestant Episcopal Cathedral Foundation, and the Mayor's Interfaith Council. Canon Cope currently serves on the Board of Governors of Wesley Theological Seminary, and she is a contributing meditation writer for *The Bible Challenge*, a Forward Movement publication.



Kalkidan Gossaye
Chief Development Officer

Ms. Gossaye was appointed chief development officer in March 2015. In this role, she oversees all development vision, strategy, and staffing. She has been with the Cathedral's fundraising team for five years, most recently as the Senior Director of Operations for the Development Office. As CDO, Ms. Gossaye brings to the office nearly a decade of experience with development strategy, data management, and streamlining operations.

Gossaye has worked closely with development staff, the Development Committee, the Cathedral Chapter, the Cathedral Senior Staff, and groups such as the National Cathedral Association and the Washington Committee, to implement "best practices" and a coherent, integral fundraising message and vision. Her work has moved the Cathedral towards thinking long term while focusing on the interests of each individual donor today.

A native of Ethiopia, she holds an MA in Political Science from Indiana University, Bloomington, Indiana, with a focus on International Relations and Quantitative Analysis, and a BA summa cum laude from Indiana University-Purdue University in Indianapolis.



Robert Sokol
Chief Operating Officer

Robert Sokol joined the National Cathedral in November 2010 to lead a strategic planning effort, beginning with new mission and vision statements. This work concluded with the adoption of a plan and creation of an implementation roadmap to see strategic priorities realized. He has since completed the second edition of the Strategic Plan, spanning 2014-17.

As Chief Operating Officer, he assists the Dean in developing policy and streamlining operations across the organization. Over his four years with the Cathedral, his principle areas of focus have been enhancing the visitor experience, building a café, improving Close-wide relations, renovating the College, establishing the Veterans Initiative, and working on the financial health of the organization.

Sokol comes to the Cathedral from the Library of Congress. He began his 12 years there as the Creative Director for the Librarian of Congress and left as the Senior Advisor to the Chief Operating Officer. Sokol's education in US–Chinese political-economic relations was completed at Seattle University and Nanjing University, China. He lives in Washington, DC, with his wife and their two sons.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Major Gift Officer will have

- a dynamic and professional demeanor;

- a track record of building donor relationships and closing gifts in the five- and six-figure range;
- knowledge of fundraising principles, practices, and daily operations within a development office;
- knowledge of strategic institutional branding, volunteer recruitment, advertising, marketing, public, and community relations;
- excellent interpersonal and communications skills including public speaking;
- an ability to articulate and present clear and persuasive written and verbal communications;
- poise and presence that inspires confidence among a broad range of internal and external audiences;
- facility with MS Office and Raiser's Edge;
- commitment to and enthusiasm for all aspects of Washington National Cathedral, its vision and mission, drawing attention to the potential of these assets with robust philanthropic support; and
- an ability to communicate broadly with a range of external constituencies on religious topics that reflect the mission of Washington National Cathedral.

A Bachelor's degree from an accredited college or university is required for this position as is at least five years of successful experience in major gift fundraising. Preference will be given to individuals with ten or more years of development experience. A Master's degree is preferred. Knowledge of Episcopal Church traditions, customs, and hierarchy is desirable.

SALARY & BENEFITS

Washington National Cathedral offers an excellent and competitive benefits and compensation package.

LOCATION

This position is located in Washington, DC.

APPLICATION DEADLINE

Before sending your résumé for this position, please read it over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Ron Schiller: ronschiller@aspenleadershipgroup.com.

All inquiries will be held in confidence.