



VICE PRESIDENT OF INDIVIDUAL GIVING
NATIONAL TRUST FOR HISTORIC PRESERVATION
Washington, DC



National Trust *for*
Historic Preservation
Save the past. Enrich the future.™

The Aspen Leadership Group is proud to partner with the National Trust for Historic Preservation in the search for a Vice President of Individual Giving.

The Vice President of Individual Giving will ensure that the National Trust's team of major gift and planned giving officers achieve their short- and long-term fundraising goals. The Vice President will direct key aspects of major gift fundraising (\$10,000 or more) and planned giving for operations, programs, special projects, and strategic initiatives, working closely with peers across the organization to develop and execute collaborative fundraising strategies, particularly with the Chief Development Officer, Preservation Division leaders, the Executive Team, and the President's Office. The Vice President will plan and implement fundraising programs and activities consistent with the organization's mission and priorities while directing the engagement and stewardship of current and prospective donors. The Vice President will manage the full team while also managing a portfolio of major gift donors and prospects. The Vice President will lead the team by demonstrating best practices and personally achieving ambitious fundraising results.

The National Trust for Historic Preservation has led the movement to save historic places in America for more than 70 years. The programmatic work of the National Trust focuses on four key priorities—saving America's historic sites; telling the full American story; building stronger communities; and investing in preservation's future. This valuable work is funded by passionate supporters that believe in the National Trust's mission to save our past and enrich our future. Governed by a Board of Trustees comprised of nationally recognized volunteer leaders from the fields of business, finance, marketing, urban planning, and preservation, the work of the National Trust is driven by five guiding values: diversity and inclusion, collaboration, innovation, integrity, and making a difference.

The National Trust for Historic Preservation is a privately funded, non-profit organization based in Washington, D.C. that was founded in 1949 by a congressional charter to support the preservation of historic building, sites, and heritage. The charter, signed by President Harry S. Truman, charged the National Trust with acquiring and preserving historic sites and objects of national significance. Its first property, Woodlawn Mansion in Alexandria, Virginia, was acquired in 1957. Since then, the National Trust has expanded its portfolio of historic properties and contracted affiliates to include twenty-eight National Trust Historic Sites. In 1997, Board members partnered with a group of dedicated philanthropists to form the National Trust Council, the National Trust's premiere society of donors, whose generosity enabled the organization's transition from federal funding to become a fully independent non-profit, which remains entirely privately funded, primarily through the support of donors, foundations, and corporate partners from across the United States.

Today, the National Trust is responsible for overseeing the stewardship and operations of a diverse portfolio of twenty-seven National Trust Historic Sites that are open to the public. They act through the courts, in Congress, and through public engagement to save threatened places by providing technical services and financial assistance. The National Trust also empowers partners, stakeholders, and a dynamic network of allies and advocates from across the country to protect threatened historic sites in their own communities.

The National Trust ensures that all Americans see their history in its historic places. In telling the full story of America, the contributions of women, people of color, members of the LGBTQ community, and all that have shaped this nation are brought to light. The National Trust works within communities nationwide to help residents understand the history of their community, and to demonstrate how preservation and reuse of existing properties can create economic development. Through a powerful suite of funding, networks, research, and expertise, the National Trust's passion is building a community of champions to advocate successfully for a shared past and ensure the future of the preservation movement. The National Trust champions historic tax credits; provides funding for research into the economic, environmental, and community benefits of saving historic places; and brings experts in preservation together with community historians to make lasting change.

REPORTING RELATIONSHIPS

The Vice President of Individual Giving will report to the Chief Development Officer, Ann McElwain and will serve on the Development Leadership Team. The Vice President will oversee an Individual Giving Team that is currently comprised of four staff members with the opportunity for growth.

FROM THE CHIEF DEVELOPMENT OFFICER

At the National Trust for Historic Preservation, we believe historic places bring vital character, strength, and context to our communities and our own understanding of our shared American experience. We are passionate about protecting these places for current and future generations. Chartered by Congress and funded through private support, we are America's leading national non-profit preservation organization. Our mission is to strengthen our nation by saving the places where our history happened, so that all people can see their stories in the places around them and spend their lives rooted in places they love.

This is an exciting time to join the Development Division of the National Trust. The National Trust concluded its most recent campaign five years ago, raising more than \$311 million in support for the National Trust and America's historic places. As we prepare to mark our 75th anniversary in 2024, we are seeking several key leadership positions to help to drive the organization's impact and sustainability for the next generation. This leadership team will be responsible for executing a comprehensive fundraising strategy to ensure the National Trust has the resources and support it needs to fulfill its mission.

I believe there is no more important time to join this effort. Together, with support from partners and champions across America's philanthropic community, we are saving places where history happened and addressing the pressing problems of climate change, social justice, and equity by elevating and advocating for the local landmarks, cultural landscapes, and underrepresented histories that tell our full American story.

—Ann McElwain, Chief Development Officer

THE NATIONAL TRUST FOR HISTORIC PRESERVATIONS'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

The National Trust for Historic Preservation values, respects, and supports the diverse views and contributions of its colleagues and partners. It is at its best when supporting diverse perspectives, backgrounds, and experiences. The National Trust strives to use differences to fuel its creativity and positively impact its work, culture, practices, and relationships. It integrates the needs of every individual and ensures that the right conditions are in place for everyone to achieve their potential. It asks for, listens to, and considers diverse points of view in order to succeed as an organization.

PRIMARY RESPONSIBILITIES

The Vice President of Individual Giving will

- lead the Individual Giving Team, including developing annual and multi-year strategic plans and fundraising goals in collaboration with the Chief Development Officer;
- recruit and retain a highly qualified, engaged, and culturally diverse team of major gift and planned giving officers;
- develop and implement effective management strategies for achieving organizational fundraising objectives;
- work closely with major gift officers to maintain a robust pipeline of 125-150 major gift prospects and donors for each gift officer and establish systems for monitoring fundraising activity, including regular tracking, forecasting, and reporting of results;
- direct prospect identification, development, cultivation, solicitation, and stewardship for each fundraising officer, including active management and utilization of the CRM system and actively managing and supporting gift officers;
- work closely with the Prospect Research Team to achieve results;
- implement best practices for achieving fundraising goals while instilling a sense of urgency, passion, and *esprits de corps* among individual giving staff;
- lead the cultivation, solicitation, and stewardship of all gifts of \$10,000 or more, as well as those resulting from an individual gift officer's involvement;
- work closely with the Data Analytics Team to ensure timely gift entry and recognition of leadership giving;
- collaborate closely with the Development Communications Team to develop major gift proposals, stewardship reports, collateral materials, and other written communications;
- lead the Donor Engagement Team in developing effective donor stewardship, cultivation, and engagement activities, including National Trust Council events;
- oversee membership, stewardship, and growth of the National Trust Council program for donors of \$10,000 or more;
- establish and cultivate effective relationships with the President and CEO, Chief Preservation Officer, and other members of the Executive Team, along with Development, Preservation, and Marketing Team leaders, and others as necessary to develop donor-centric giving opportunities and secure major and planned gift support;
- work closely with the Chief Development Officer to align fundraising efforts with other institutional activities and objectives;
- continually enhance skills related to the use of rapidly changing technology and communications best practices; and
- achieve high quality results with minimal supervision.

LEADERSHIP

Paul Edmondson President and CEO

Paul Edmondson is the President and CEO of the National Trust for Historic Preservation. Before being named to the position in June 2019, Paul served for more than two decades as the organization's General Counsel. In that role, he championed the strong enforcement and interpretation of preservation laws at the federal, state, and local levels, while at the same time working with developers and local preservationists to find effective compromise solutions to preservation challenges. He has worked with property owners to identify creative options for preserving historic properties, including the use of historic preservation easements. In his work with National Trust Historic Sites, he has advanced new shared-use operating models designed to ensure their long-term sustainability and relevance in modern-day life. As corporate counsel to the National Trust, he was engaged with virtually all aspects of the organization's work during the course of his service with the organization.

A graduate of Cornell University, Paul began his professional career as a practicing archaeologist before entering law school at American University. He joined the National Trust's legal team following a brief tenure as a senior attorney with the federal government. As General Counsel, he previously served as a member of the Trust's executive leadership under former presidents Richard Moe and Stephanie Meeks.

Ann McElwain Chief Development Officer

As Chief Development Officer, Ann McElwain leads development and implementation of all fundraising strategies for the National Trust for Historic Preservation, including individual, annual and planning giving, institutional philanthropy, and donor research, analytics, communications, and stewardship. She fosters a culture of philanthropy within the organization and develops strategies to strengthen and build the organization's donor base, including the execution of campaigns to substantially grow restricted and unrestricted revenue, and helping to ensure the National Trust effectively engages with a broad, culturally diverse audience.

Prior to the National Trust, Ann served for almost six years as the Chief Development Officer of the Carnegie Institution for Science in Washington, D.C., where she was responsible for building meaningful financial partnerships with individuals, foundations, and organizations to advance strategic priorities of the organization, working closely with the board, management, and programmatic staff members. Previously she served in key fundraising positions at Dartmouth College, the University of Florida, and several family welfare nonprofit organizations.

Ann brings a wealth of knowledge and demonstrated fundraising success in areas ranging from individual and annual giving to foundation and board support, to major campaign development and implementation. With a longstanding interest in history and historic places, Ann is passionate about contributing to cause-oriented and place-based organizations and connecting with donors and other supporters who are passionate about the work of the National Trust.

Katherine Malone-France Chief Preservation Officer

Katherine Malone-France is the Chief Preservation Officer of the National Trust for Historic Preservation. Prior to assuming this role, Katherine served as the Senior Vice President for Historic Sites at the National Trust, leading its portfolio of twenty-seven historic sites around the country to provide expansive and sustainable public benefit as they model exemplary preservation, collections management, and interpretation. Katherine's tenure included the creation of a dedicated fund to support historic gardens and landscapes at National Trust Historic Sites and the successful completion of a \$21 million campaign to address critical capital projects across the portfolio of sites. Her leadership has also resulted in a diverse

range of collaborations with contemporary artists creating new works inspired by National Trust sites and a revision of the National Trust's collections management policy that has been hailed as a national model for its inclusion of historic structures and landscapes.

Katherine is a graduate of Wofford College with a B.A. in History and holds a Masters in Historic Preservation from the College of Environment & Design at the University of Georgia.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The National Trust for Historic Preservation seeks a Vice President of Individual Giving with

- a commitment to leading the movement to save America's historic places—working to save America's historic sites; telling the full American story; building stronger communities; and investing in preservation's future;
- a track record of executing successful non-profit revenue-generation and donor-management strategies and tactics;
- an ability to manage teams to secure major and planned gifts, to leverage and sustain relationships of individuals of high net worth;
- knowledge of moves management models and fundraising best practices;
- experience with department-level budgeting, staffing, supervising experienced professionals, and leading teams to generate high quality results;
- excellent consulting and diagnostic skills, with an ability to foresee and plan around obstacles to produce desired outcomes;
- advanced analytical, problem solving, issue identification, and prioritization skills including an ability to exercise sound judgment and make decisions based on accurate and timely analyses;
- advanced project management, team management, and client management skills, with an ability to develop and execute short- and long-term plans including the establishment of goals and outcome measures;
- strong interpersonal skills, with an ability to collaborate across departments to implement processes and achieve results and successfully manage key internal and external stakeholder relationships;
- experience leading a department including the training, motivating, and managing of staff in a fast-paced, high-performing environment, with experience coaching and mentoring fundraising staff;
- excellent verbal and written communication and presentation skills, with the ability to communicate plans and outcomes at all levels of the organization as well as with remote teams;
- personal or professional ties to culturally diverse affinity organizations and social networks including experience marketing to and engaging culturally diverse audiences and partners;
- self motivation and an entrepreneurial approach including an ability to continually develop skills related to the use of rapidly changing technology and communications best practices;
- experience with techniques such as data mining and forecasting;
- advanced knowledge of Microsoft Word, Excel, and database management; and
- familiarity with non-profit accounting, IRS regulations regarding charitable giving, and financial management.

A bachelor's degree is required for this position as is at least 12-15 years of experience in progressively responsible fundraising roles including the management of large cross-departmental projects and teams, preferably in a national level, geographically matrixed, non-profit setting. Relevance of experience and size and type of organizations worked for may be taken into account when considering background, qualifications, and years of experience.

SALARY AND BENEFITS

The salary range for this position is \$180,000 to \$210,000 annually. The National Trust for Historic Preservation offers a comprehensive package of benefits including health, dental and life insurance; retirement benefits; 3+ weeks of vacation, plus sick time, and holidays; and flexibility for hybrid work arrangements. The National Trust requires all staff to show proof of COVID-19 vaccinations and boosters (with limited exceptions for religious or medical reasons).

LOCATION

The National Trust for Historic Preservation is based in Washington, D.C.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the National Trust for Historic Preservation as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Vice President of Individual Giving, National Trust for Historic Preservation.](#)

To nominate a candidate, please contact Patrick Key, patrickkey@aspingleadershipgroup.com.

All inquiries will be held in confidence.