



DIRECTOR OF PHILANTHROPY, MINNESOTA

[THE TRUST FOR PUBLIC LAND](#)

St. Paul, Minnesota



The Aspen Leadership Group is proud to partner with The Trust for Public Land in the search for a Director of Philanthropy, Minnesota.

The Director of Philanthropy, Minnesota will design, coordinate, and implement all fundraising activities to support The Trust for Public Land's activities in Minnesota. The Director will work closely with the State Director and the philanthropy team to lead a comprehensive fundraising program that maximizes support for the organization and its activities in Minnesota. The Director will help the team leverage national resources to elevate The Trust for Public Land at the local level as well as promote and advocate work taking place in the field with its national programs. The Director will carry a portfolio with an emphasis on individual major gift prospects and donors.

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come. The Trust for Public Land was founded in 1972 on the conviction that all people need and deserve access to nature and the outdoors, close to home, in the cities and communities where they live, as a matter of health, equity, and justice. While many conservation organizations set aside wildlands for biodiversity or habitat restoration, The Trust's founders sought to bring the benefits of parks and nature to the places, people, and communities that needed them most. The Trust for Public Land has protected more than 3.5 million acres of land, developed more than 2,000 miles of trails, and completed more than 5,400 projects across America. The Trust for Public Land has also helped states and local communities generate more than \$79 billion in new public funds for parks and open space.

Every year, people across the Midwest and the country travel to bask in the vast forests, skim across the bountiful lakes, and embrace the invitation for adventure and connection in the Northwoods region of Minnesota, Wisconsin, and Michigan. However, the region's forests and waterways are increasingly threatened by the growing demand for development. Limited real estate, sale of private forestlands, and overall changes in land use patterns accelerated by the pandemic have put access to beloved Northwoods landscapes at risk. The Trust has protected thousands of acres in the Northwoods, and is making substantial strides to advance this legacy in the years to come.

Public schoolyards throughout Minnesota are packed with potential. As part of The Trust for Public Land's national Schoolyards initiative, it is bringing the myriad benefits of Community Schoolyards to Minnesota. Guided by unprecedented successes in New York City, Philadelphia, and Oakland, it has secured early state and private funding to analyze and map statewide need, organize local partnerships, and begin community engagement and design for Minnesota's first Healthy Community Schoolyards.

REPORTING RELATIONSHIPS

The Director of Philanthropy, Minnesota will report to the Director of Field Philanthropy, Midwest. In partnership with the State Director, the Director will help recruit and manage the Minnesota Advisory Board and direct its fundraising efforts. The Director will supervise the Minnesota Philanthropy Associate.

FROM THE CHIEF PHILANTHROPY OFFICER

In January 2020, The Trust for Public Land launched The Power of Land for People (2020-2025) strategic plan to fulfill our vision that every American should have close-to-home access to the benefits of nature. We could not have anticipated the impending COVID-19 pandemic, but it highlighted that our land-for-people solutions are more needed now than at any point in recent memory. Quality parks and natural spaces are a fundamental requirement for sustaining healthy, equitable communities that are resilient and prepared for change. In this moment of polarization and increasing social turmoil, parks and public land reweave our country's frayed social fabric, reconnecting us to each other and the places and experiences that bind us together as a nation. Today, on the heels of The Trust for Public Land's most successful fundraising year and approaching our fifth decade, we have much to celebrate and even more promising work to pursue. Join us to advance "land for people" and grow our philanthropic partnerships to ensure healthy, livable communities for generations to come.

–Pat Watson, Chief Philanthropy Officer

THE TRUST FOR PUBLIC LAND'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

The Trust for Public Land recognizes and values the differences that make people unique and cultivates an environment where cultural awareness, sensitivity, and integrity prosper with a workforce reflective of the diversity of the United States. The Trust appreciates the intrinsic correlation between diversity, equity, and inclusion efforts and overall performance quality at the department, local, and national levels, where the work culture facilitates the exchange of new perspectives, improves problem-solving by inviting different ideas, and creates a respectful, accepting work environment. The Trust seeks to incorporate diversity, equity, and inclusion as a core strategy to create a competitive advantage, setting the benchmark in the nonprofit community, where everyone has a shared commitment to diversity, equity, and inclusion, and where diversity, equity, and inclusion is an integrated, ongoing, and measurable objective.

PRIMARY RESPONSIBILITIES

State Program and Advisory Board Oversight

The Director of Philanthropy, Minnesota will

- oversee all fundraising activities in the Minnesota program, including the design and implementation of annual and long-range plans, development and realization of annual revenue goals, and setting the priorities and focus for the philanthropy program;
- collaborate with philanthropy team members to monitor progress and meet revenue goals and communicate a shared vision for the program and expectations of each position in shared success;
- work with the State Director to identify operating and capital needs in order to integrate and direct fundraising efforts;
- track and report progress toward revenue and programmatic goals;
- monitor philanthropy associated expenses ensuring proper investment of resources;

- oversee donor communications and recognition, coordinating with regional and national marketing departments;
- oversee donor events and tours;
- direct and coordinate the involvement of leadership and program staff with donors and in overall fundraising; and
- work with State Director and Minnesota Advisory Board Chair to sustain and grow the Minnesota Advisory Board, including identifying and recruiting new members, directing the fundraising knowledge and efforts of the Advisory Board, and overseeing the cultivation, solicitation, and stewardship of individual board members and ensuring giving metrics are achieved.

Relationship Management

The Director of Philanthropy, Minnesota will

- manage a portfolio of approximately 100 donors and prospects with an emphasis on individual major gift donors and prospects, including donor identification, strategy development, cultivation, solicitation, and stewardship;
- make at least 100 visits (aspire to 120 visits) with donors and prospects, annually;
- create comprehensive engagement strategies, lead cultivation teams, and lead in the creation and delivery of final solicitation and stewardship materials and activity; and
- promote blended gifts, planned giving, and involve peer volunteers, leadership, senior management, and project staff in cultivation as needed.

Philanthropy Leadership Administration

The Director of Philanthropy, Minnesota will

- supervise the Minnesota Philanthropy Associate and support their success through regular communication, guidance, and contact;
- provide direction in regards to allocation of time and effort and ensures proper training and professional development as needed;
- communicate a shared vision for the program;
- contribute to Philanthropy's overall success by assuring budget and goals are met or exceeded;
- monitor progress and provide positive and constructive feedback; and
- deliver annual performance assessment.

LEADERSHIP AND KEY COLLEAGUES

Diane Regas

President and Chief Executive Officer

An internationally recognized conservation leader, Diane Regas joined The Trust for Public Land in the spring of 2018 as President and CEO. Prior to The Trust for Public Land, Diane worked for more than a decade at Environmental Defense Fund (EDF), most recently as Executive Director, where she helped EDF advance solutions that promote prosperity for all people and for the planet. She guided work to improve ocean health, stabilize the climate, reduce toxins in everyday products, and promote collaboration and partnerships. Prior to EDF, Diane served at the U.S. Environmental Protection Agency, working under both Democratic and Republican administrations as the top civil servant protecting our nation's rivers, lakes, and bays.

Diane earned her A.B., M.S. in energy and resources, and J.D. at the University of California, Berkeley, and resides in Berkeley, California. An avid outdoor explorer, Diane enjoys hiking, cycling, diving, camping, and spending time in nature with her husband, children, and grandchildren.

Jeff Danter**Senior Vice President of Field Programs**

As the Senior Vice President of Field Programs, Jeff is responsible for overseeing all state and area programs including land protection, urban parks development, and community-based conservation. Jeff joined The Trust for Public Land in 2011 and has worked in conservation since 1994. Prior to that he worked for an international electrical engineering company. Jeff received his B.S. in Chemical Engineering, M.B.A., and Ph.D. in Ecological Management Communications from The Ohio State University.

Patricia Watson**Senior Vice President, Chief Philanthropy Officer**

As Chief Philanthropy Officer, Pat is responsible for implementing and leading the expansion of a comprehensive strategic, creative, and entrepreneurial development program that affirms and celebrates The Trust for Public Land's mission and impact and sustains its future growth.

Pat has an extensive and diverse fundraising background, having served in several senior positions throughout her career. Before joining The Trust for Public Land, Pat was Senior Vice President of Executive Practice at Grenzebach Glier and Associates, where she provided senior-level counsel on fundraising growth strategies, campaign planning, and execution frameworks, major and principal gift development, and organizational and operational expertise. Prior to that, Pat served as the Senior Vice President of Advancement at Brown University and Senior Associate Vice President for Alumni Affairs and Development at Cornell University.

She brings a personal commitment to The Trust's mission, spending a great deal of her time outside of work exploring urban and coastal parks near her home in Providence, Rhode Island. An active rower and avid fly fisher, Pat spends as much time as possible on the water. She also volunteers her time on the Board of Governors of the Narragansett Boat Club, and as a member of the American Museum of Fly Fishing Board of Directors.

Pat holds a M.A. in Public Administration from the Maxwell School of Citizenship and Public Affairs at Syracuse University and a B.S. in Design and Environmental Analysis from Cornell University.

Molly Pickall**Associate Vice President, Field Philanthropy**

With 14 years of strategic expertise in major gift fundraising, board development, event planning, and campaign management, Molly Pickall serves as Associate Vice President of Field Philanthropy for The Trust for Public Land overseeing the organization's Field philanthropy programs across the country. She has led several philanthropic campaigns and raised more than \$20 million to create a 'Central Park' for Bozeman, Montana at Story Mill Community Park and to forever protect Wyoming's 58,000-acre Hoback Basin from oil and gas development.

In her community work, Molly coaches the reigning state champion Bozeman Lacrosse high school girls program, and previously served as a board member of the Cape Eleuthera Foundation and president of the Bozeman Area Community Foundation. Molly has a B.A. in Interdisciplinary Studies (Environmental and Social Analysis) from Davidson College where she was also an NCAA Division I lacrosse player and team captain. Originally from Maryland's Eastern Shore, Molly lives in Bozeman with her husband and Brittany spaniels.

Susan Schmidt**Minnesota State Director**

Susan Schmidt has been leading, managing, and supporting The Trust for Public Land's mission delivery in Minnesota and the upper Midwest since 2000. Her career path over the years has focused on natural

resources, outdoor recreation, and community development, with particular emphasis on community engagement and shaping public policy.

Susan enjoys introducing partners to places The Trust for Public Land has helped to protect and create—from Frogtown Park and Farm in the heart of St. Paul to the Sturgeon River Gorge Wilderness in the Upper Peninsula of Michigan to historic Forest Lodge on Lake Namekagon near Cable, Wisconsin. Susan is particularly proud of The Trust for Public Land's role in the design and passage of the Minnesota's Clean Water, Land and Legacy Amendment in 2008, a truly monumental accomplishment for parks, public lands, water, and cultural heritage.

Susan has an M.A. in Public Policy from the Hubert H. Humphrey Institute of Public Affairs, University of Minnesota. She lives in St. Paul with her husband, Dan, and enjoys getting out to explore the region's parks, trails, and waterways during any and every season.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Trust for Public Land seeks a Director of Philanthropy, Minnesota with

- a commitment to The Trust for Public Land's mission to create parks and protect land for people, ensuring healthy, livable communities for generations to come;
- knowledge of and experience with Minnesota's philanthropic communities;
- experience recruiting and managing volunteer boards, as well as working with volunteers to fundraise successfully;
- management experience and an ability to function effectively as a member of a team, ensuring close coordination and integration with other staff members;
- self-motivation with an ability to work autonomously;
- an ability to multi-task with exceptional organizational and planning skills and excellent attention to detail and deadlines;
- excellent written communication skills (including grant writing) and interpersonal skills ranging from one-on-one interactions to formal group presentations;
- an entrepreneurial spirit and an ability to thrive in a small, dynamic, busy office; and
- an awareness of and sensitivity to the needs and concerns of individuals from diverse cultures, backgrounds, and orientations.

A bachelor's degree is preferred for this position as is at least eight years of fundraising experience, including making major gift solicitations with significant institutional impact.

SALARY AND BENEFITS

The Trust for Public Land offers a competitive salary and benefits package.

LOCATION

This position is located in St. Paul, Minnesota.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of The Trust for Public Land 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:

[Director of Philanthropy, Minnesota, The Trust for Public Land.](#)

To nominate a candidate, please contact Gregory Leet:

[gregoryleet@aspenleadershipgroup.com.](mailto:gregoryleet@aspenleadershipgroup.com)

All inquiries will be held in confidence.