



**VICE PRESIDENT OF INDIVIDUAL GIVING AND EVENTS
PLANNED PARENTHOOD OF NEW YORK CITY**

New York, New York

[Planned Parenthood of New York City](#)



The Aspen Leadership Group is proud to partner with Planned Parenthood of New York City in the search for a Vice President of Individual Giving and Events.

The Vice President of Individual Giving and Events will oversee and provide day-to-day management of direct mail, online giving, annual campaign, major gifts, planned giving programs, PAC solicitations, and special events for Planned Parenthood of New York City (PPNYC). The successful candidate will mentor and work closely with a staff of eight to increase fundraising results and further donor engagement as well as maintain a portfolio and meet with donors for cultivation visits and solicitations. This year's goal for the team is just over \$11 million. The Vice President will supervise the implementation of a wide range of special events, from cultivation gatherings to large-scale galas and utilize entrepreneurial ideas to increase financial support and raise visibility across all fundraising programs. The Vice President will create and edit compelling proposals, letters, and other donor communications and will work closely with the Senior Leadership Team and the Board of Directors to meet fundraising targets.

Planned Parenthood of New York City, the New York City affiliate in the Planned Parenthood Federation, empowers individuals to make independent, informed decisions about their sexual and reproductive lives, provides information and health care, and promotes public policies that make those services available to all. For 102 years, Planned Parenthood of New York City has been a beacon of hope for the thousands of individuals and families who rely on it for essential reproductive health care, innovative educational programs, and effective advocacy.

PPNYC's five health centers in Manhattan, Brooklyn, the Bronx, Queens, and Staten Island provide state-of-the-art reproductive health care including birth control, vasectomy; emergency contraception ("the morning-after pill"); wellness exams for all genders; gynecological care, breast exams and cervical cancer screening (Pap test); colposcopy; pregnancy testing and options counseling (including adoption referrals); surgical abortion and medication abortion; transgender hormone therapy; testing and treatment for sexually transmitted infections; the HPV vaccine; HIV testing and counseling; the medicines PrEP (Pre-Exposure Prophylaxis) and PEP (Post-Exposure Prophylaxis) to prevent HIV infection; and help in obtaining health insurance.

PPNYC offers a wide range of education and training programs for youth, adults, and professionals ranging from evidence-based programs, youth health promotions, and Promotores de Salud to "taking care of you" and "real sex talk" workshops, sex education for adults, the Training Institute, and organizational capacity building. PPNYC is also a leading proponent of progressive public policy in New York City, Albany, and Washington. Its unparalleled expertise in community-based health care and education makes it a uniquely credible and effective advocate.

REPORTING RELATIONSHIPS

The Vice President of Individual Giving and Events will report to the Chief Development Officer.

PRINCIPAL OPPORTUNITIES

This is a historic time for Planned Parenthood of New York City, fueled by record growth in contributions, donor engagement, and visibility. The first Planned Parenthood opened in New York City 102 years ago and has evolved today to be one of the most respected brands in the country. Last year, PPNYC raised an all-time high of \$31 million, which included \$22 million in contributions and \$9 million in government funding. To manage growth and be poised to meet future needs, major investments are being made in the development program, including increasing the size of development staff from 10 to 19. Laura McQuade, PPNYC's President and CEO, has a deep commitment to fundraising and a strong track record of increasing private support. A new, five-year strategic plan will commence next year and include bold initiatives which will present meaningful opportunities for donors to take PPNYC to the next level. In addition, six Planned Parenthood affiliates in New York State, including PPNYC, are exploring alternatives for a stronger strategic affiliation and partnership that will allow them to better serve their communities.

The successful candidate will play a vital role in shaping the next evolution of fundraising for PPNYC. They will maximize opportunities triggered by the adverse political climate, create strategies to further engage and increase support from the donors who have joined PPNYC's ranks in the last two years, and construct strategies to capture supporters who care about PPNYC but are not currently donors. At this pivotal moment for sexual and reproductive health and rights, the successful candidate will help determine the next phase of PPNYC's fundraising program, and as a result, guarantee that this work not only continues, but expands to meet all the challenges and opportunities ahead.

—Keith Corso, Chief Development Officer

PRIMARY RESPONSIBILITIES

The Vice President of Individual Giving and Events will

- oversee all aspects of individual giving with the goal of increasing income and donor engagement;
- be responsible for \$11 million in contributed income, with a focus on \$4 million in annual campaign and major gifts;
- utilize best practices to identify and evaluate the donor pipeline, assign and manage portfolios, and conceive and execute major gift strategies;
- maintain a portfolio and conduct cultivation and solicitation meetings with donors;
- guide staff on strategies to maximize donor outreach in their portfolios and work with Board members to determine the most effective ways to cultivate and solicit donors and prospects in their networks;
- work closely with External Affairs to raise funds for the Planned Parenthood NYC Votes PAC;
- take a lead role in producing fundraising and cultivation events that will enhance donor engagement and bring more awareness of PPNYC's work;

- in partnership with the national office, identify opportunities in online giving and formulate a joint discovery strategy for this donor pool;
- convey PPNYC's needs in persuasive and fresh ways, through compelling proposals, letters, and other donor communications;
- work with the Philanthropic Communications Manager to ensure that current and potential donors have a clear and consistent understanding of PPNYC's work, and the impact of their support;
- create strategies to increase membership in the legacy society and work with staff assigned to planned giving to increase donor participation through mailings and donor visits;
- develop revenue targets and monitor expenses for direct mail, online giving, annual campaign, major gifts, planned giving, PAC solicitations, and special events;
- serve as a member of the Senior Management Team; and
- mentor staff and work effectively with volunteers, maintaining an open, collaborative management style.

KEY STAKEHOLDERS



Keith Corso
Chief Development Officer

Keith Corso is the Chief Development Officer for Planned Parenthood of New York City and Planned Parenthood NYC Votes. As CDO, Keith is responsible for overseeing PPNYC's philanthropic fundraising program, including gifts from individual donors, family and institutional foundations, government sources, and events.

Keith joined PPNYC in 1993 and was appointed head of the Development Department in 2000. Since that time, he has worked with eight Board Chairs and three CEOs to steadily increase fundraising results and visibility for PPNYC. Among his accomplishments, Keith built a robust major gifts program with a focus on five- and six-figure gifts, completed two capital campaigns which enabled PPNYC to purchase its headquarters building and build a new health center, created a 100-year anniversary gala which raised \$7.4 million, and launched a planned giving program that inspired a multi-million-dollar bequest.

Prior to PPNYC, Keith served as a Development Officer at the Greater Chicago Chapter of the Juvenile Diabetes Research Foundation for seven years. Under his leadership, JDF doubled its revenue from special events and embarked its first capital campaign. With over 30 years of development experience, Keith is a presenter at fundraising conferences and has served on the Steering Committee of the Planned Parenthood Development Officers Council, a national network dedicated to enhancing the skills of development professionals.



Katie Danziger
Board Chair

Katie has worked in the field of women's health and education for over 20 years. Her involvement with PPNYC started in 1993 with the Associates Council, which she later Chaired for 2 years before joining the Council of Advocates and then the PPNYC Board. While serving on the Board, Katie has chaired the Development, Nominating and Board Development, and Issues & Advocacy committees, and has served on the Budget & Finance, Education and Audit committees, as well as various ad hoc committees. She participated in a sexuality education speakers program and she has spoken at schools and social service agencies with children and parents.

She also served on Mt. Sinai's SAVI (Sexual Assault and Violence Intervention program) advisory board, and Mt. Sinai CHDI's (Children's Health Development Institute) advisory council, working with them on their NICU renovation and growth in their Children's Health Institute. She served on the NY Board of Peer Health Exchange. Katie also served on the Board of The Dalton School, chairing the Nominating and Board Development Committee. Katie lives in NYC with her husband, and three children, Jake, 23, Jilly 21, and Josie 10.



Laura McQuade
President and Chief Executive Officer

Laura McQuade was appointed President and CEO of Planned Parenthood of New York City in June of 2017. Previously the President and CEO of Planned Parenthood Great Plains, McQuade comes with a background tailor-made to take PPNYC into a bright future. She has demonstrated a decade-long commitment to sexual and reproductive health and rights, a lifelong passion for promoting human rights, and has applied her

considerable skills throughout her career to empower women worldwide to determine their own future. Her experience includes building and managing strategic visions and leading staff and volunteers to take organizations to a new and higher level.

In 2014, McQuade was chosen as the CEO of Planned Parenthood of Kansas and Mid-Missouri, which is now Planned Parenthood Great Plains (PPGP). In four deeply red states, PPGP expanded the reach of its health care services, education programs, and advocacy efforts. Abortion access expanded from one center to seven; services were broadened to include transgender, primary/pediatric, and expanded HIV care; and new education partnerships were developed to deepen Planned Parenthood's expert sexuality voice in the community. For the six years before coming to PPGP, Laura served as Executive Vice President and Chief Operating Officer for the Center for Reproductive Rights, a global human rights organization, based in New York. Additionally, Laura has held executive positions with Financial Services Volunteer Corps, a public-private initiative with a mission to help build sound banking and financial systems in developing and transition countries. She also served as the Chief Financial Officer at the Foundation for a Civil Society and a Program Officer at the National Democratic Institute of International Affairs. Other organizations whose constituents have experienced the benefits of her leadership include Bank of America Global Corporate & Investment Bank, United Nations Development Programme, and the Edna McConnell Clark Foundation. McQuade graduated from the College of the Holy Cross in Worcester, Massachusetts and she holds an M.A. in International Relations from Yale University's Graduate School of Arts and Sciences. She serves

on leadership groups within Planned Parenthood Federation of America, the national organization.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Vice President of Individual Giving and Events should have

- an understanding of and commitment to the mission of Planned Parenthood of New York City;
- a track record of growing philanthropic revenue and donor engagement;
- knowledge of fundraising best practices and experience generating visibility and growth through entrepreneurial approaches; and
- comfort working with high level volunteers from all sectors as well as knowledge of New York City philanthropy and donors.

A bachelor's degree is required for this position as is seven years of non-profit fundraising and administration experience or related experience.

SALARY & BENEFITS

Planned Parenthood of New York City offers a competitive salary and benefits package.

LOCATION

This position is located in New York City.

DIVERSITY AND INCLUSION

PPNYC is an equal employment opportunity employer. It is the policy of PPNYC to base all employment-related decisions on principles of equal employment opportunity.

PPNYC's goal is to maintain a working environment based upon mutual respect and cooperation. PPNYC expects each employee to communicate and act in a professional manner at all times. This policy applies to all persons involved in the operations of PPNYC, including but not limited to, employees, managers, supervisors, interns, officers, volunteers, clients, patients, vendors, and Board of Directors. This policy extends to any work-related conduct, including actions outside of the workplace or Company property that effect the workplace.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Tim Child:

timchild@aspenleadershipgroup.com.

All inquiries will be held in confidence.

