



DIRECTOR OF INDIVIDUAL GIVING
SMITHSONIAN NATIONAL AIR AND SPACE MUSEUM
Washington, District of Columbia
<http://si.edu>



The Aspen Leadership Group is proud to partner with the Smithsonian National Air and Space Museum (NASM) in its search for a Director of Individual Giving.

The NASM's Office of Advancement (OA) seeks an entrepreneurial, charismatic, and creative Advancement professional to lead its hard-working, fast-paced Individual Giving team. The incumbent will play an important role in building private support from individuals for NASM's \$250M *Transformation Campaign* and educational initiatives. The successful candidate will have demonstrated experience cultivating, soliciting, closing, and stewarding major gifts from individuals, as well as experience supervising fundraising professionals. This position, which requires an ability to think creatively about project-driven fundraising in order to identify new prospective donors, develop fundraising strategies, and articulate giving opportunities for exhibition and education initiatives, is located in the National Air and Space Museum's Office of Advancement, currently located across the street from the Museum at L'Enfant, and reports to the Director of Advancement.

This is an exceptional time in NASM's history, as construction begins on the most ambitious reimagining of its flagship building on the National Mall since it opened its doors in 1976. This transformation will take place over the next five to seven years, during which every one of the 23 galleries will be completely redesigned—with state-of-the-art exhibitions and innovative digital features that will give visitors a hands-on museum experience. Through it all, the Museum will remain open for the millions of people who visit every year. This new position offers exciting opportunities for the successful candidate to make a significant impact on the future of NASM. There is no better time to join this amazing Institution.

The NASM Office of Advancement oversees and guides the fundraising efforts for the Museum and coordinates with the Smithsonian's Central Office of Advancement. The office engages with staff throughout NASM in accomplishing their goals.

NASM's mission is to "Commemorate, Educate, Inspire." At both of its locations, the Museum presents programs, educational activities, lectures, and performances that reflect the American spirit, and the innovation, courage, and optimism that have led to triumphs in the history, science, and technology of flight. At the Museum in Washington, DC, which opened in 1976 and is located in the heart of the Smithsonian complex, some of the most awe-inspiring icons of flight are on display. The Steven F. Udvar-Hazy Center, located near Washington Dulles International Airport in Chantilly, Virginia, is a massive structure with open, hangar-like settings that accommodate large aircraft and spacecraft, as well as entire collections of aviation and space artifacts.

REPORTING RELATIONSHIPS

The Director of Individual Giving will report to the Director of Advancement and supervise up to three Major Gift Officers and an Administrative Assistant.

PRINCIPAL OPPORTUNITIES

The National Air and Space Museum is embarking upon an incredibly exciting campaign to transform the world's most popular Museum. We've had a consistent track record of fundraising success and this campaign provides an opportunity to build off that and bring us to the next level. With the imminent arrival of our new Director, Dr. Ellen Stofan, this is an ideal time to re-ignite interest from previous donors, but also to attract new donors. Historically, corporate philanthropy has played a critical role in our success and while it will continue to be essential, there is a significant opportunity to secure philanthropic support from individuals who are passionate about the work we do and inspiring the next generation.

The NASM Advancement Team is known throughout the Smithsonian Institution as being one of the best and is frequently used as an example of a well operating, efficient, and successful team. The Director of Individual Giving will be an integral part of our future success.

PRIMARY RESPONSIBILITIES

The Director of Individual Giving will

- play a leadership role in building private support for NASM initiatives to include gifts for exhibitions, education and public programs, collections, and strategic initiatives;
- assist the Director of Advancement with the planning and implementation of a broad-based and fully integrated private fundraising program that includes major individual and planned gifts;
- develop and execute strategies for discovery and engagement, and present opportunities for support from individuals;
- secure significant contributions from individuals through cultivation of productive relationships with prospective donors;
- coordinate with colleagues at NASM in developing donor strategy and with institution-wide colleagues as appropriate on matters relating to pan-institutional donor strategy, proposals, and gift agreements; and
- articulate an appreciation of, and embrace, the depth and breadth of the National Air and Space Museum's transformation project, education initiatives, collection and research, and scholarship in a compelling manner.

KEY COLLEAGUES



Laura Gleason

Director of Advancement

Laura has over 25 years of experience in advancement and is Director of Advancement at the Smithsonian Institution's National Air and Space Museum. She previously served as Director of Leadership Giving, responsible for securing seven-figure + gifts for the Museum. Prior to returning to the Smithsonian in 2013, Laura served as Associate Vice President for Campaign Programs at George Mason University. During her tenure at Mason, she led the planning for the University's largest comprehensive campaign and oversaw campaign communications and donor relations, while also maintaining a portfolio of major gift prospects. Laura was part of the advancement team at the National Air and Space Museum for a decade prior to her post at Mason and helped secure private funding for the Steven F. Udvar-Hazy Center. She previously served as Director of Development for the Elliott School of International Affairs at The George Washington University in addition to holding other fundraising positions. A graduate of University of Maryland at College Park, Laura holds a Bachelor's degree in economics.



Anne McAllister

Director, Corporate and Foundation Relations

Anne McAllister is Director, Corporate and Foundation Relations at the Smithsonian Institution's National Air and Space Museum, and has been with the Museum for 24 years. She is responsible for identifying and maintaining corporate relationships and secures private corporate and foundation funding for the Mall Museum and the Steven F. Udvar-Hazy Center. She led the successful commitment of a \$30M gift from Boeing to NASM and works with all major corporate donors. Currently, she is engaging the aerospace and defense industry in briefings to inform them about the *Transformation Campaign* and is rolling out a series of one-on-one briefings with corporate leaders and decision makers. She has mobilized a coalition at AIA for the purpose of securing *Transformation* gifts. Her position focuses on stewarding the museum corporate relationships while continuing to increase the number of corporations aligned with the Museum. Anne is an active member of IAWA, the International Women's Aviation Association.



Jessica McNally

Director of Donor Relations

Jessica McNally is Director of Donor Relations at the Smithsonian Institution's National Air and Space Museum (NASM). In this capacity Jessica manages all aspects of the donor stewardship and recognition programs as well as donor and prospect communications. She served as a co-project manager for the Museum's *Reboot the Suit* Kickstarter Campaign in 2015. Jessica began her tenure at NASM in 2005 as an Advancement Associate and moved into the role of major gifts officer in 2007. She previously served as a development associate for Corporate and Foundation Relations at the New York City Ballet and as an account executive at Ruder Finn Public Relations in New York. Jessica received her Bachelor's degree in Journalism and Mass Communication from the University of North Carolina at Chapel Hill.



Elizabeth Wilson

Assistant Director of Advancement for Annual Giving and Operations

Raising over \$1.4 million each year, Elizabeth oversees direct mail and online fundraising through the National Air and Space Society and Wall of Honor, as well as Donor Relations, Prospect Management, and administrative and financial functions for the department. She has over 21 years of experience in fundraising, all at large museums. Beginning as a historic presenter at The Henry Ford in Dearborn, Michigan in 1992, she went on to manage the 50,000 household membership and annual fund programs there. Before joining the Smithsonian in 2009, she was the Development Communications Manager at the United States Holocaust Memorial Museum for over four years. She served as Board Chair of the Smithsonian Early Enrichment Center and completed the Smithsonian's year-long Palmer Leadership Development Program. A graduate of the James Madison College at Michigan State University, she has her Master's in Public Administration, focusing on Nonprofit Management, from the University of Michigan.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Director of Individual Giving should have

- a proven track record of fundraising success, including identifying new prospects, building a national portfolio, and successfully closing six-figure gifts and above;
- strong organizational and communication skills;
- the capacity to manage multiple complex projects;
- the initiative and ability to work independently, yet collaboratively with colleagues;
- confidence working with major gift donors and leadership within NASM and across the Smithsonian, unit-based advancement colleagues, and volunteers in order to achieve ambitious fundraising objectives in a fast-paced organization; and
- the desire to join a dynamic and growing operation.

A Bachelor's degree is required for this position as is at least six years of progressively responsible front-line fundraising experience, preferably within a large cultural institution or a complex higher education environment. Supervisory experience is preferred.

SALARY AND BENEFITS

The Smithsonian Institution offers a competitive salary and a comprehensive package of benefits.

LOCATION

The Smithsonian Institution is located in Washington, District of Columbia.

DIVERSITY AND INCLUSION

The Smithsonian reflects the diversity of the American people and the world today. Its mission, the "increase and diffusion of knowledge," is achieved through the efforts of its highly qualified staff. It seeks out new and unique voices, and upholds a workplace environment of inclusivity. It strives to maximize its effectiveness, cultural inclusion, and internal diversity by welcoming people of all backgrounds. The Smithsonian is committed to the richness inherent in differences and as a steward and ambassador of cultural connections, it builds bridges of mutual respect. The Smithsonian values the diverse perspectives of its employees, friends, participants, and is committed to ensuring that diversity is a core value that underlies the fulfillment of its mission.

APPLICATION DEADLINE

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, contact Angelique Grant: angelique@aspenleadershipgroup.com.

All inquiries will be held in confidence.

