



VICE PRESIDENT OF DEVELOPMENT

WASHINGTON ENVIRONMENTAL COUNCIL & WASHINGTON CONSERVATION VOTERS

Location – Flexible/Hybrid (Seattle, Washington)



The Aspen Leadership Group is proud to partner with Washington Environmental Council and Washington Conservation Voters in the search for a Vice President of Development.

The Vice President of Development will lead the overall development program for Washington Environmental Council (WEC) and Washington Conservation Voters (WCV), attracting and securing income to help them achieve their strategic plans and fulfill their missions. The Vice President will set the overall fundraising strategy across multiple revenue streams, ensuring their implementation and making adjustments throughout the year. The Vice President will ensure the overall development function for WEC/WCV is running smoothly, with optimized systems that support healthy donor cultivation, stewardship, and solicitation strategies while pursuing new areas for strategic revenue growth. In partnership with the Chief Executive Officer, Board, and Senior Management Team, the Vice President will foster a culture of philanthropy throughout the WEC/WCV community.

Washington Environmental Council is an IRS section 501(c)(3) nonprofit, statewide advocacy organization that drives positive change to solve the state's most pressing environmental challenges. The organization works to protect, restore, and sustain Washington's environment for all people in the state. For over 50 years, WEC has been at the forefront of environmental protection in the state, securing laws and policies that safeguard the health of Washington's families and environment. From bedrock laws like the State Environmental Policy Act, to improving management of Washington's forests, to finding solutions that reduce climate emissions and build a clean energy economy, WEC ensures a healthy future for Washington state so it remains a great place to live and work.

Washington Environmental Council works in partnership with Washington Conservation Voters (WCV), an IRS section 501(c)(4). WCV acts as the statewide political voice for the environment, helping ensure that all people in Washington state have a healthy environment and a strong, sustainable economy. WCV does this by working to elect environmentally responsible candidates to state and local offices. Working with others in the community, WCV advocates for strong environmental policies and holds elected officials accountable for their actions. Through its political work, WCV strengthens laws that safeguard the health of all communities, the beauty of the state and Washington's economic future.

The two organizations share staff, office space, and administration. By effectively combining the policy know-how of WEC with the political know-how of WCV, the organizations have reshaped how environmental protection is achieved in Washington state. While both organizations are independent, they work very closely together. Combined, the two organizations have a staff of more than 35, and annual budgets totaling approximately \$5M. WEC and WCV are committed to expanding their reach to connect with all Washingtonians who have environmental values, as well as to identifying and dismantling institutional racism within their organizational practices, policies, and procedures. Incorporating environmental justice, racial justice, and equity into the organizations and their work is critical to strengthen relationships with partners who focus on climate action, social justice, and equal access to voting in Washington state.

REPORTING RELATIONSHIPS

The Vice President of Development will report to the Chief Executive Officer, Alyssa Macy. The Vice President will work closely with executive and senior-level staff and the Boards of Directors of WEC and WCV. The Vice President will serve on the Senior Management Team, providing overall guidance, shaping the organization's future and direction. The Vice President will manage a team of six development professionals, including four direct reports: Development Manager, Donor Relations Director, Foundations Manager, and Business and Events Manager.

FROM THE CHIEF EXECUTIVE OFFICER

I came to WEC/WCV with a question – what would it take to transform an historically white-led environmental organization with positionality, power, and access to one that is truly centering the communities most impacted and, what would be the impact? In the past two years we have been living through a global pandemic, economic downturn, racial reckoning, and one of the most consequential elections in our lifetime. This moment in history has facilitated transformation of these organizations in a way that I didn't anticipate for years – it is both exciting and challenging. We are building something that has never existed before in the state of Washington: a state-level environmental advocacy organization that lifts up community needs and solutions through its work, that upholds tribal treaties and sovereignty through its actions, who values and works with Indigenous and Black leadership in all aspects of our work, and who makes powerful environmental progress in the Evergreen State. With no trail, we are creating our own and this is an exceptional opportunity to be a part of imagining and building the most impactful environmental advocacy organization in Washington with racial justice and environmental justice at its core.

–Alyssa Macy, Chief Executive Officer

WASHINGTON ENVIRONMENTAL COUNCIL'S COMMITMENT TO RACIAL AND ENVIRONMENTAL JUSTICE

As historically white-led environmental organizations still hold structural power today, Washington Environmental Council is committed to dismantling systemic racism and advancing racial equity and environmental justice in all it does. It works with the understanding that the same beliefs, practices, and systems that create and perpetuate interpersonal and institutional racism, also create and perpetuate environmental destruction. Solving one cannot be done without solving the other. There is no environmental justice without racial justice and economic justice. Until it does this, WEC cannot fully achieve its mission.

PRIMARY RESPONSIBILITIES

Fundraising and Leadership

Fundraising Strategy

The Vice President of Development will

- lead the development of multi-year revenue strategies to help achieve the vision laid-out in the new strategic frameworks for WEC (c)(3), WCV (c)(4), and the Political Action Fund (the organization is looking to especially grow its (c)(4) revenue);
- collaborate with senior staff to identify cross-team and other collaborative opportunities including fundraising and programmatic efforts, for both WEC/WCV and broader coalition efforts,

and ensure alignment between funding opportunities and organizational goals; ensure cohesive messaging and equitable funding and avoid funder confusion;

- ensure the right “ask” strategies for grants and major donors to avoid internal competition;
- integrate equity and community-centric fundraising practices throughout the fundraising program;
- lead joint fundraising work with the national partner, National League of Conservation Voters, serving as the primary liaison to the League for deeply integrated fundraising efforts and highest-level shared donors; and
- ensure that the fundraising program supports and furthers the organizations' position and role within the broader environmental NGO community.

Fundraising Leadership

The Vice President of Development will

- manage a team of six development professionals, including four direct reports: Development Manager, Donor Relations Director, Foundations Manager, and Business and Events Manager:
 - work with the Development Manager to develop and implement a membership and mid-level giving plan that includes a mix of online, direct mail, and in-person solicitation (WEC/WCV are especially interested in expanding their mid-level giving program – \$1000-9999);
 - work with the Donor Relations Director to develop and implement an effective major donor program (\$10,000+) that expands the base of supporters and secures increased giving by individuals across the (c)(3), (c)(4), and PAC and launch a Planned Giving Program;
 - work with the Foundations Manager to develop an annual institutional giving plan and ensure it is being implemented in a timely manner; review grant proposals and reports as needed; and help develop organizational outcomes that can be reported on over a multi-year cycle;
 - work with the Business Relations and Events Manager to create mission-oriented fundraising events that achieve programmatic and financial goals and pursue corporate opportunities through programmatic related support or event sponsorship;
- lead, support, and mentor team members so they can achieve organizational and professional development goals;
- ensure supporting mechanisms such as prospect research, cultivation, solicitation, and stewardship activities are appropriate for all revenue streams and all giving levels and that they are in place and functioning;
- ensure development systems such as portfolio management and moves management are adopted and that moves management is in place for the highest level donors and/or prospective donors;
- work closely with the Chief Executive Officer on a portfolio of donors, strategizing on the ask, and putting in place moves management tactics to ensure stewardship and maximize giving;
- coach the Chief Executive Officer and other senior level staff on donor relations and foundation outreach, developing outreach and ask strategies and overall messaging in coordination with other development team members;
- manage a small portfolio of donors, with a focus on board members and as appropriate, cultivate, steward, and make asks for planned and endowment gifts; and
- staff the Board Fund Development Committee and assure effective engagement of Board members in fundraising activities.

Program Development and Evaluation

The Vice President of Development will

- work with executive staff and Program Directors to develop programs that are fundable, leading edge, and support WEC/WCV's strategic plans and organizational mission;
- work with executive staff, Program Directors, and the Board to develop evaluation metrics, systems, and tools that evaluate progress toward programmatic and strategic plan goals; and
- ensure Impact is being communicated to foundations, donors, and members.

Administration and Financial Management

The Vice President of Development will

- serve on the organizations' year-round Budget team, working with senior staff to develop, manage, and monitor annual budget performance;
- work with the Chief Executive Officer on the development of revenue projections for annual organization budgets;
- provide information to the Administrative Director for Finance Committee needs and Board meetings, and attend finance committee meetings; and
- support the Administrative Director as needed on items such as audit and financial reporting needs.

Communications

The Vice President of Development will

- work closely with the Communication Director and team to ensure organizational messaging around fundraising events and other materials reflecting WEC's and WCV's brand, mission, and organizational goals; and
- ensure fundraising materials reflect the organizations' position and brand.

LEADERSHIP AND KEY COLLEAGUES

Alyssa Macy

Chief Executive Officer

Alyssa Macy is a citizen of the Confederated Tribes of Warm Springs, Oregon and was raised on the Warm Springs Indian Reservation. She is of the Wasco, Navajo, and Hopi descent. Most recently, she served her Nation as the Chief Operations Officer where she was responsible for \$33 million in tribal programming and services. Her previous experiences include working transportation, campaign management, communications, and international advocacy within United Nations bodies. She is a published writer and co-authored the first ever national report on Native American voting in 2005. Alyssa has been a foster parent to six children and her oldest daughter is in her second year of college. In her spare time, she spends time reading, traveling, and spending time outdoors. She is a graduate of Arizona State University where she received her B.S. in Justice Studies and did her graduate studies at the University of Minnesota-Minneapolis.

Lennon Bronsema

Chief Campaigns Officer

Lennon Bronsema is the Chief Campaigns Officer for Washington Conservation Voters. Lennon is from Sumas, WA and graduated from St. Martin's University with a B.A. in Political Science. After college he spent time raising funds for the DNC in Denver and then moved to San Francisco to work with MoveOn.org to win back the Senate in 2006. Lennon then worked for the John Edwards presidential campaign in Iowa and Nevada before moving back to Washington. Most recently Lennon served as the Finance Director for

Washington United for Marriage and Yes on 522. In his free time you'll find Lennon with his wife Marissa and friends, skiing, running, or spending time near the water.

Lisa Remlinger

Chief Policy Officer

Lisa Remlinger is the Chief Policy Officer for Washington Environmental Council and Washington Conservation Voters. Lisa oversees all policy teams including climate, forests, and Puget Sound. Some of Lisa's notable work for WEC includes the creation of its annual Carbon Friendly Forestry Conference, State of Our Public Lands Report Card, and the Nisqually Carbon Project. Lisa has worked for non-profits most of her career because they are her happy place where she feels she can make a difference and work with others who want to do the same. Lisa has a Masters of Environmental Management from Duke University where she published work on public health, conservation, and development collaboration as well as received a policy fellowship to work with the United Nations Environmental Program in Geneva. She has also served on various boards including Wolf Haven International. When not at work Lisa is usually with her husband, son, and friends. Always up for a new challenge, Lisa has summited Mt. Rainier, coached long-distance running, swam across lake Washington, and biked from Vancouver, BC to Portland, OR.

Ken Lederman

Chair, Board of Directors

Ken Lederman's first job after arriving in Washington in 1993 was serving as a legal intern with Washington Environmental Council. He has practiced environmental law with government (serving as an AAG for now-Governor Chris Gregoire on behalf of the Washington State Department of Ecology) and with McCullough Hill Leary. Ken has been involved with Washington Conservation Voters for the past 10 years, serving as the chair of the King County Chapter, and as the chair of the WCV State Board. Ken, along with his wife, Meredith, and his daughter, Alexandra, love to spend their time skiing, playing soccer, sea kayaking, and enjoying the natural beauty of the Long Beach Peninsula.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Washington Environmental Council and Washington Conservation Voters seek a Vice President of Development with

- a commitment to the mission of Washington Environmental Council – to develop, advocate, and defend policies that ensure environmental progress and justice by centering and amplifying the voices of the most impacted communities;
- a commitment to the mission of Washington Conservation Voters – to advocate for environmental progress and justice through actions that mobilize the public, elect champions for the environment, and hold leaders accountable;
- a deep fundraising background with experience across all revenue streams including grants and institutional giving, all levels of individual giving (with a focus on mid-level and major donors), membership, and events;
- experience with 501(c)(3), 501(c)(4) fundraising;
- a commitment to center racial justice in fundraising;
- strong people management skills including the ability to manage a high performing team;
- experience with change management and transition, helping team members work through the impacts;
- outstanding listening skills and an ability to communicate authentically, engendering trust that leads to positive, strong relationships with staff, the Board, donors, and other supporters;
- an ability to set priorities and make decisions;
- an ability to foster a culture of collaboration and innovation that allows staff to achieve goals;

- an ability to plan strategically, set and achieve multi-year revenue goals;
- an ability to mentor staff and encourage them to grow in their current and future roles;
- a willingness to take measured risks to grow budgets, utilizing new approaches to revenue growth;
- a record of developing multi-year plans and budgets;
- the collaborative spirit needed to partner with the National League of Conservation Voters and other state affiliates in new initiatives to integrate fundraising programs;
- an ability to think holistically and abundantly, not competitively, about fundraising;
- comfort with transparency and accountability in reporting with national partners; and
- strong operational skill in development systems, organizational health, finances, and evaluation.

A bachelor's degree is required for this position as is at least seven years of experience in revenue generation. Experience working within an affiliated network of organizations with shared programs is welcome.

SALARY & BENEFITS

Washington Environmental Council and Washington Conservation Voters offer competitive compensation and comprehensive benefits.

LOCATION

Washington Environmental Council and Washington Conservation Voters is located in Seattle, Washington. WEC/WCV offers its staff flexible/hybrid location. The minimum level of time in the Seattle office is 40% over the course of a month. Staff are welcome to work in the office more than the 40% minimum threshold up to 100% of the time.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Washington Environmental Council and Washington Conservation Voters as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit:

[Vice President of Development, Washington Environmental Council and Washington Conservation Voters.](#)

To nominate a candidate, please contact Steven Wallace, stevenwallace@aspenleadershipgroup.com or Kim Farr, kimfarr@aspenleadershipgroup.com.

All inquiries will be held in confidence