

ASPEN • LEADERSHIP • GROUP

**DIRECTOR OF PROSPECT RESEARCH
HUMANE SOCIETY OF THE UNITED STATES**
Gaithersburg, Maryland
<http://humanesociety.org>



The Aspen Leadership Group is proud to partner with the Humane Society of the United States in the search for a Director of Prospect Research.

The Director of Prospect Research manages the research program for Major Gifts, Business Development, Corporate Relations, and Foundation relations, including planning, implementing, and directing programs associated with identifying and moving prospective donors along the giving continuum.

The Humane Society of the United States is the nation's largest and most effective animal protection organization. The Humane Society and its affiliates provide direct care to more than 100,000 animals each year—more than any other animal welfare organization—through sanctuaries, veterinary programs, and emergency shelters and rescues. The Humane Society works to professionalize the field of animal care with its education and training programs.

The Humane Society is the leading animal advocacy organization, seeking a humane world for people and animals alike. The Humane Society confronts the largest national and international problems facing animals, which local shelters don't have the reach or the resources to take on, such as animal fighting, puppy mills, horse slaughter and soring, seal killing and other forms of commercial slaughter of marine mammals, captive hunting and the wildlife trade, and inhumane slaughter and factory farming.

While the Humane Society comes to the aid of animals in crisis, they also attack the root causes of problems. The Humane Society's most important goal is to prevent animals from getting into situations of distress in the first place. The Humane Society drives transformational change for animals—bringing a wide set of tools to take on the biggest fights, confronting multibillion dollar industries and staying the course until reform is achieved.

The Humane Society takes a mainstream approach and combats the most severe forms of cruelty and abuse. Leaders in the humane movement ranked the Humane Society as the most effective animal organization in the country, in a survey conducted by Guidestar's Philanthropedia. The Humane Society is approved by the Better Business Bureau's Wise Giving Alliance for all 20 standards for charity accountability and was named by Worth Magazine as one of the 10 most fiscally responsible charities.

REPORTING RELATIONSHIPS

The Director of Prospect Research reports to the Director of Data Analysis.

PRIMARY RESPONSIBILITIES

The Director of Prospect Research will

- lead the collecting, interpreting, documenting, and summarizing of descriptive, analytical, and evaluative data on prospective donors in support of qualifying the top prospects for Philanthropy, Business Development, and Corporate Relations;
- establish procedures and devise strategies for, and participate in, the procurement of data using various research methods to include donor databases, electronic database searches, and monitoring news sources;
- supervise the library research;
- analyze various records, journals, and other sources to include estate and tax records, stockholdings, family histories, and business records;
- present information in a variety of written formats to include reports, summaries, and abstracts;
- make graphic representations as required;
- analyze donor records and strategically apply intelligence, gained through resources such as electronic screenings, market research and predictive models, and advise Major Gifts, Business Development, Corporate Relations, and Foundations staff concerning research results and donor intelligence;
- conduct quarterly portfolio reviews with assigned regional philanthropy directors to maintain optimum portfolio composition and to incorporate new and emerging major gift prospects; and
- collaborate with other philanthropy staff on the design, implementation, and on-going execution of new or updated prospect and portfolio management and predictive modeling processes to support the growth of major gift fundraising.

KEY COLLEAGUES



Betsy Liley
Chief Development Officer

Betsy Liley is Chief Development Officer of The Humane Society of the United States, Humane Society International and its affiliates. Betsy directs all fundraising, communications, and marketing for the organization, which is among the top 150 nonprofits in the US. Betsy has been a fundraiser in K-12 education, higher education, and for three national nonprofits. She was an assistant vice president at Purdue University; led principal and major gifts fundraising for Planned Parenthood Federation of America and the Planned Parenthood Action Fund; and led institutional giving for NPR. Betsy has served on the boards of many nonprofits for more than 25 years. Betsy has been a member of the Humane Society of the United States for 20 years.



Steven H. Maughan
Senior Director of Planned Gifts and Estates

Steven H. Maughan is the senior director of planned gifts and estates for the Humane Society of the United States where he provides the strategic vision for HSUS's planned giving program as well as its national and international affiliates. Steve's prior nonprofit work includes leading the national planned giving program for Oxfam America and the Northern New England planned giving program for the American Cancer Society. Steve also has more

than 20 years' experience in the financial services business where he was employed in various investment sales positions in San Francisco and Los Angeles with Morgan Stanley, Charles Schwab, and a privately held options strategy firm.



Toni L. Condon
Deputy Director, Philanthropy Department

Toni L. Condon has about 20 years of experience in development and fundraising management with an emphasis on major gifts. She is the deputy director of the philanthropy department at The Humane Society of the United States and is responsible for managing a team of regional front-line fundraisers across the country to secure major gifts. Toni previously led fundraising for a college and an arts museum in Maryland; worked in major gifts fundraising at Johns Hopkins and began her career in fundraising in corporate and foundation grants program at the National Aquarium in Baltimore. She previously served on the AFP Maryland Board.



Emily Courville
Director of Data Analysis

Emily Courville, director of data analysis at The Humane Society, spent her early years working on theatrical sets for various regional theaters in New England. More recently, it has been data sets for Target Analysis Group/Target Analytics, a division of Blackbaud and then at OMP Direct. Emily's love for data and analysis and cats has led to her new position at The Humane Society where she strives to integrate data into the fundraising and marketing decisions.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Director of Prospect Research will have

- strong research and problem-solving skills;
- fluency in donor software;
- proficiency in conceptualizing and developing proactive prospecting methodologies to support the organizational goals;
- understanding of the role of prospect research in a sophisticated development program;
- understanding of cultivation process/cycle: identification, qualification, cultivation, solicitation, and stewardship;
- ability to formulate productive partnerships with the CEO's staff, front-line fundraisers, and staff in business development and corporate relations;
- understanding of what constitutes relevant and strategic information and how to analyze the data to support prospect development;
- significant knowledgeable and proficiency in use of research tools and high level of effectiveness in a technology-based environment including but not limited word processing, spreadsheets, database, and internet based applications;
- ability to research and analyze corporations and foundations and match an organization's priorities to HSUS programs and initiatives; and
- ability to work on small to medium sized project teams to implement new or revised business process and new technologies or tools to support fundraising.

Seven years of related research experience is required for this position, as is a Bachelor's degree or equivalent work experience.

SALARY & BENEFITS

The Humane Society of the United States offers an excellent and competitive benefits and compensation package.

LOCATION

This position is located in Gaithersburg, Maryland, 26 miles north of Washington, DC.

APPLICATION DEADLINE

Before sending your résumé for this position, please read it over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Joe Medina: joemedina@aspenleadershipgroup.com.

All inquiries will be held in confidence.