



**ASSOCIATE DIRECTOR OF ANNUAL GIVING PROGRAMS**  
**UNITED STATES NAVAL ACADEMY FOUNDATION**  
**Annapolis, Maryland**  
[United States Naval Academy Foundation](#)



**UNITED STATES NAVAL ACADEMY**  
**FOUNDATION**

The Aspen Leadership Group is proud to partner with the United States Naval Academy Foundation in the search for an Associate Director of Annual Giving Programs.

The Associate Director will be responsible for the organization, implementation, and successful execution of the Foundation's Annual Giving programs. The primary goal of these programs is to maximize unrestricted gifts in support of the Naval Academy and the U.S. Naval Academy Alumni Association and Foundation from alumni, parents, and friends, and to sustain consistent long-term growth of that support. Providing strategic and creative vision for acquiring, retaining, and renewing gifts, the Associate Director must have the ability to develop, test, and employ new strategies for acquiring new and retaining lapsed donors. The Associate Director will use wealth screening and target analytics to better inform initiatives that will further advance and engage new donors. Initiatives targeting young alumni (graduates of the last fifteen years), to include mobile-friendly online giving and social media, represent an area of needed emphasis, adding multiple channels of giving opportunities to existing, more traditional fundraising strategies such as direct mail, phone, and email.

The United States Naval Academy Foundation supports, promotes, and advances the mission of the United States Naval Academy by working in conjunction with Academy leadership to identify strategic institutional priorities, and by raising, managing, and disbursing private gift funds that provide a margin of excellence in support of the nation's premier leadership institution. The Foundation helps to advance the Naval Academy and the Naval Academy Alumni Association by providing private resources to achieve and maintain a broad range of mission-enhancing activities that support the institution and its graduates.

The Foundation's responsibilities in support of the Naval Academy include developing, promoting, and enhancing the programs and facilities of the Naval Academy and its Alumni; soliciting and providing private gifts and grants in support of the Academy's highest priorities within its Centers of Excellence—Leadership & Character, Academic, Athletic, and Admissions; receiving, managing, distributing and investing private contributions exclusively for the benefit of the Brigade of Midshipmen, the Naval Academy, and its alumni; and advancing the admission of highly qualified candidates to the Naval Academy by providing scholarship opportunities to enable aspiring young men and women to attend private preparatory schools.

## **REPORTING RELATIONSHIPS**

The Associate Director of Annual Giving Programs will report to the Senior Director, Annual Programs.

## **PRINCIPAL OPPORTUNITIES**

*The Associate Director of Annual Giving Programs joins the Naval Academy Foundation at a particularly exciting time. The Foundation is poised for the public launch of its \$400 million comprehensive campaign, the largest in its history, one designed to have a transformative impact on one of the nation's premier leadership development institutions and on the young men and women who will become the next generation of Navy and Marine Corps officers.*

*The Associate Director of Annual Giving Programs will play an integral role in executing effective annual solicitation of Naval Academy alumni, parents of current and former midshipmen, and friends of the Academy, with the principal objective being unrestricted resources in support of the Naval Academy, Naval Academy Alumni Association, and the Foundation, as well as the stewardship of those donors.*

*The Associate Director of Annual Giving Programs will become part of a collaborative team of advancement professionals who share a deep commitment to the future of the Academy and the naval service, and are dedicated to an innovative approach to annual giving programs that is fully integrated with leadership annual giving and major gift programs.*

–Rusty Yeiser, Senior Director, Annual Programs

## **PRIMARY RESPONSIBILITIES**

### **Program Design and Implementation**

The Associate Director of Annual Giving Programs will

- design and execute the Annual Giving program to achieve established goals for raising annual gifts, with a specific focus on unrestricted gifts;
- assume responsibility for all aspects of the Naval Academy Fund phone/mail solicitation of Naval Academy alumni and parents of current and former midshipmen, Naval Academy Fund direct mail and electronic solicitation initiatives, and the annual All Academy Challenge;
- design the solicitation strategy; coordinate collateral material, print, and electronic; and manage data segmentation, preparation, and delivery to various vendors for the Naval Academy Fund and All Academy Challenge;
- oversee the annual entry of new parent data in the Foundation/Alumni Association's CRM database;
- develop an integrated calendar and program of solicitation for constituents scheduled for unrestricted Naval Academy Fund solicitations;
- work directly with the phone/mail program vendor on the design and schedule for the comprehensive annual giving program; and
- develop and implement specific fundraising strategies to increase the percentage of alumni giving (participation) as well as the total number of donors (alumni, parents, and friends) and total funds raised.

## **Coordination**

The Associate Director of Annual Giving Programs will

- work closely with the Senior Director, Annual Programs, the Associate Directors of Class Legacy Giving Programs and President's Circle, as well as the Major Gift Officers to ensure the smooth coordination and execution of the Annual Giving program;
- assist the Senior Director, Annual Programs in planning and executing all activities connected with the Council on Annual Giving (CAG), the Annual Giving volunteer advisory group;
- in coordination with the Enterprise Communications team, develop appropriate print and electronic communications in support of Naval Academy Fund solicitations; and
- work with various departments across the Enterprise to successfully administer the annual All Academy Challenge.

## **Progress Reporting and Accounting**

The Associate Director of Annual Giving Programs will

- monitor progress against established Naval Academy Fund goals and prioritize solicitation initiatives; make program adjustments as appropriate to maximize fundraising results; and
- coordinate, evaluate, and distribute internal reports as appropriate.

## **Budget**

The Associate Director of Annual Giving Programs will

- in coordination with the Associate Directors for Class Legacy Giving Programs and President's Circle, develop and execute the phone-mail program budget.

## **KEY COLLEAGUES**



**Rusty Yeiser '74**

### **Senior Director, Annual Programs**

Captain Rusty Yeiser, U.S. Navy (Retired) is a 1974 graduate of the Naval Academy. After earning his wings as a Naval Flight Officer, Captain Yeiser completed twenty-five years of active duty, including operational deployments worldwide as a P-3 Orion Tactical Coordinator and Mission Commander and onboard the aircraft carrier USS INDEPENDENCE, staff duty at the Naval Academy and in the Pentagon, graduate education at the Naval War College, and two command tours.

After retirement from the Navy in 1999, he joined the staff of the U.S. Naval Academy Foundation, where he has served as a Major Gifts Officer, directed the Corporate and Foundation Relations office, and currently is the Senior Director, Annual Programs. Yeiser lives in the Annapolis area with his wife and enjoys spending time with his two grown daughters and two brand new granddaughters.



**Damian Sinclair**

### **Associate Director, President's Circle**

Damian Sinclair is the Associate Director, President's Circle for the U.S. Naval Academy Foundation. In this role he manages the Foundation's primary annual donor recognition society and solicits giving at a President Circle level (\$2,500 and above annually). Prior to working in support of the Brigade of Midshipmen, Sinclair spent a long career in the arts community. He is the founder of the Capital Fringe Festival and has worked with Pig Iron Theatre Company, The Wilma

Theater, Woolly Mammoth Theatre Company, Arena Stage, Greater Reston Arts Center (GRACE), and The Kennedy Center. He is the author of *The Simple Art of Fundraising*.



**Dan Quattrini '81**

**Associate Director, Class Legacy Giving Programs**

Dan Quattrini graduated from the Naval Academy in 1981. As a surface warfare officer stationed in San Diego, Quattrini served aboard Schofield, FFG-3 and Cleveland, LPD-7. He then taught at Surface Warfare Officer School Coronado before separating from the Navy in 1988. Quattrini received a master's degree in Business from the University of San Diego in 1991.

Quattrini is a lifetime member of the Alumni Association, member of the President's Circle, and a trustee of the USNA Foundation, Athletic and Scholarship Program (A&SP) since 2006. He has been active within the class of 1981 since graduation and currently serves as one of three 'members at large' on the class of 81 board.

Prior to joining the Foundation, Quattrini spent his career in the sales and marketing space, dealing primarily with industrial manufacturers and their distributors. His company, Pennant Group Inc., represented Thomas Industrial Network in Minnesota, western Wisconsin, and the surrounding Midwest states.

Quattrini has also served as chapter trustee for the alumni association representing the Upper Midwest Chapter, serves as an advisor on the Naval Academy Rugby Association board and also served on the Midwest board for *Tee it up for the Troops*, a 12-year old nonprofit that raises money for various veteran groups through charity golf events around the country.



**Melissa Nelson**

**Assistant Director, Class Legacy Giving Programs**

The Navy has always been a part of Melissa Nelson's life, so it is no coincidence that after many career incarnations she has found herself back at the USNA Foundation.

Having grown up in a Navy family moving from country to country and duty station to duty station, Nelson began her civil service career while still in college working for the Federal government in Washington DC. While there she took a leave of absence to complete her training to join the Naval Reserves and completed nearly six years of combined active and reserve duty. After five years in DC, Nelson's career took a turn to the private sector ultimately landing her at the USNA Alumni Association. She worked in Membership Services and IT for five years before returning to civil service, this time at the local level.

In a career departure, or adventure depending on your perspective, Nelson began a nearly eight-year career spanning two counties in Maryland in Emergency Management and Preparedness. After 9/11 Emergency Preparedness and Response funds were concentrated at the local level through Health Departments and that is where Nelson found herself—writing response plans, drilling with local, state, and federal partners in preparation of an anthrax attack, and working with local jurisdictions to respond to flu outbreaks.

After eight years in county civil service, Nelson was looking for a place where she could both serve her community and grow her career. Fortunate circumstances led her back to the USNA Alumni Association and Foundation, this time in higher education fundraising and the Annual Giving programs team, where after nearly four years she continues to enjoy her new-found career and sense of purpose.



**Kelly Carter Rollison**  
**Director of Advancement Services**

Kelly Rollison, Director of Advancement Services, joined the Foundation in July 2014 from the Land Trust Alliance, where she spent eight years, most recently as Director of Individual Giving and Development Chief of Staff. Earlier in her career, she was the Development Manager at the American Alliance of Museums, and held several positions within American University's Washington College of Law development office.

At the Foundation, Rollison is responsible for directing the organization and delivery of services to the Foundation and Alumni Association, including gift and biographical records management, database management and reporting, financial analysis, gift accounting and recording, donor relations and stewardship, and prospect research and management. Rollison works closely with senior leadership to produce analytical reports on campaign progress, fundraising performance, and revenue tracking. She collaborates with staff across the organization on several cross-functional projects with significant impact for the Enterprise, most recently the conversion of the membership and donor database.

An Atlanta native, Rollison graduated *cum laude* with dual bachelor's degrees in International Economic Policy and Public History from American University. She received her Master of Arts in Early American History from George Mason University. Rollison currently serves on the Board of Trustees for the Naval Academy Primary School in Annapolis. She previously served in several leadership roles with the Junior League of Annapolis.

Rollison lives in the Annapolis area with her husband and two young boys.

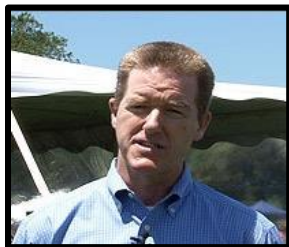


**Courtney Jolley**  
**Director of Communications**

Courtney Jolley, Director of Communications, joined the Alumni Association and Foundation in May 2013 from Loyola University Maryland where she spent eight years, most recently as Director of Institutional Communications. Earlier in her career she was a member of the marketing and public relations team at the Kennedy Krieger Institute and a staff writer at *Kiplinger's Personal Finance* magazine.

At the Alumni Association and Foundation, Jolley works with the Vice President of Communications to implement and manage effective communications strategies in support of *Alumni Association Plan 2020*, the Naval Academy Foundation's fundraising efforts, and the Naval Academy Strategic Plan 2020. She collaborates with internal and Naval Academy staff at all levels to research, plan and execute articles, events, presentations and web, video, and print projects in support of the Alumni Association and Foundation missions. She also oversees the day-to-day operations of the communications department.

A Baltimore native and *cum laude* history graduate of Fordham University in Bronx, NY, Jolley also holds an M.B.A. from Loyola University Maryland. She makes her home in Annapolis with her husband Jim and son Declan.



**John Rudder '78**  
**Vice President, Development**

John Rudder is a 1978 graduate of the United States Naval Academy and served 5 years in the Navy's nuclear submarine program. He spent the next 30 years in corporate America in a variety of sales and executive roles. His last 15 years were with two early stage companies where he ran the sales organizations.

In Dec 2011, Rudder joined the United States Naval Academy Foundation as Director of Corporate and Foundation Relations. In 2014, he picked up the additional responsibilities of managing the Major Gifts and Planned Giving teams. For the past two years, he has also served as the Major Gifts Officer for northern California. Previously, Rudder was President of his Naval Academy class and served as a volunteer for 5 years supporting corporate fundraising before joining the Foundation. John is married and lives in Annapolis and has two adult daughters.



**William J. O'Connor, Ph.D.**  
**Executive Vice President**

Dr. William J. O'Connor joined the United States Naval Academy Foundation as Executive Vice President in April 2012. Most recently, O'Connor served for nine years as Vice President for Institutional Advancement at St. John Fisher College in Rochester, New York. Prior to his time at St. John Fisher, O'Connor was Executive Director at Community Counseling Service (CCS), a well-regarded international fundraising firm. There he implemented and managed comprehensive campaigns for several major educational and healthcare institutions. Earlier positions included teaching at the St. John's Senior Secondary School in Uganda, East Africa and serving as a Mombusho English Fellow in Kyoto, Japan. O'Connor was awarded the St. John's University International Medal in 2001 for his humanitarian services in Uganda and Japan.

O'Connor graduated with a B.A. in English Literature from St. John's University in Jamaica, New York, where he was a member of the Skull and Circle Honor Society and the recipient of a four-year baseball scholarship. He received an M.A. in English Literature, with a concentration in Medieval and Renaissance literature, from St. John's three years later, and earned his Ph.D. in educational leadership and policy from the University at Buffalo, State University of New York in 2007. O'Connor completed Harvard University's Institute for Educational Management certificate program in 2010. O'Connor and his wife Monica live in the Annapolis area with their four sons and one daughter.



**Byron Marchant '78**  
**President and CEO**

Byron Marchant is the President and CEO of the U.S. Naval Academy Alumni Association & Foundation. Prior to this position, Marchant served as the Executive Vice President, General Counsel and Chief Administrative Officer for Black Entertainment Television in Washington, DC. He was a partner with the law firm Patton Boggs, LLP, and previously served as Senior Vice President and General Counsel for Annapolis-based Telecommunications Systems Inc. He also served as Senior Legal Advisor to Federal Communications Commissioner Andrew Barrett and was an attorney with Sidley Austin.

Marchant graduated with merit from the U.S. Naval Academy in 1978 earning a Bachelor of Science in American Political Systems and earned his J.D. from the University of Virginia Law School. He was in the

submarine service before transferring to the Naval Reserve in 1984, where he fulfilled numerous assignments in the Naval Reserve Intelligence program and attained the rank of Commander in the U.S. Naval Reserves.

Marchant is a life member of the U.S. Naval Academy Alumni Association, a member of the New Jersey Bar, the U.S. Supreme Court Bar, the Federal Communications Bar Association and the American Bar Association. He serves on the Board of Directors of the Chesapeake Bay Foundation, the National Sailing Hall of Fame and the U.S. Naval Academy Foundation. He is a member of the Board of Trustees for the U.S. Naval Academy Alumni Association. Marchant served two terms on the Board of Visitors at George Mason University, and also has served on the Advisory Committee to the Sallie Mae Foundation, The American Red Cross of the Washington Metropolitan area, the University of Virginia Alumni Association Board of Managers, and the UVA Campaign Executive Committee. Marchant was an adjunct professor at the University of Virginia Law School.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The successful candidate for the position of Associate Director of Annual Giving Programs should have

- a highly organized, detail-oriented, team-focused disposition with unquestionable integrity and a solid work ethic;
- an ability to work well independently and meet deadlines;
- superior oral and written communication and interpersonal skills, especially the ability to listen effectively and write clearly;
- fundraising experience in Annual Giving programs in an educational development environment (preferred);
- proficiency with the Microsoft Office Suite (Outlook, Word, Excel, and PowerPoint);
- proficiency in the use of fundraising database/software, including Reports, Query, Export, Mail, and Constituent Management (preferably Blackbaud's The Raiser's Edge/CRM or similar constituent management systems);
- demonstrated success in managing multiple concurrent projects efficiently;
- an ability to manage and maintain a budget;
- a customer service orientation;
- volunteer management experience (preferred); and
- a sincere and enthusiastic belief in the mission of the U.S. Naval Academy.

A bachelor's degree is required for this position as is five years of fundraising experience with at least three years of experience in annual giving.

### **SALARY & BENEFITS**

The United States Naval Academy Foundation offers a comprehensive and competitive benefits package.

### **LOCATION**

The successful candidate will be based in the Foundation's Annapolis, Maryland office. Annapolis, the capital of Maryland, is considered the "Sailing Capital of the World" and is located 33 miles east of Washington, DC and 30 miles south east of Baltimore. Downtown Annapolis is famous for its historic inns and scenic streets including some of the finest restaurants the region has to offer. Annapolis ranked



15 on *Outside's* "16 Best Places to Live in the U.S." list, was named the 4th prettiest city in America by *Southern Living* magazine, and placed 9th on the list of "Quality of Life" small cities in WalletHub's annual ranking.

### **DIVERSITY AND INCLUSION**

The United States Naval Academy is 100% committed to leading an organization where all are treated with dignity, respect, and afforded equal opportunity that allows everyone to reach their full potential without regard to race, color, religion, gender, disability, age, or national origin.

### **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 Susan Faraone:*

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

*All inquiries will be held in confidence.*

