

ASPEN • LEADERSHIP • GROUP

DIRECTOR OF INSTITUTIONAL GIVING NATIONAL AUDUBON SOCIETY

New York, New York

<http://audubon.org>



The Aspen Leadership Group is proud to partner with the National Audubon Society in the search for a Director of Institutional Giving.

The Director of Institutional Giving will be a leader who effectively manages Audubon's current and new relationships with major foundation and corporations. S/he will develop and participate in sophisticated, multi-faceted approaches to major funders, working closely with Audubon senior leadership across the country, convening Audubon leaders, including the CEO, CDO, and VPs to review changes in the funder space. The successful candidate will develop strategic steps for maximizing new opportunities for Audubon; exhibit outstanding leadership skills with external stakeholders, across Audubon and within the Development department; produce and manage production of all meeting materials, including research, presentations and grant proposals; and develop well-articulated strategy documents, briefing notes, and high-level correspondence.

The mission of the National Audubon Society is to conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity.

For more than a century, Audubon has built a legacy of conservation success by mobilizing the strength of its network of members, Chapters, Audubon Centers, state offices, and dedicated professional staff to connect people with nature and the power to protect it.

A powerful combination of science, education, and policy expertise combine in efforts ranging from protection and restoration of local habitats to the implementation of policies that safeguard birds, other wildlife and the resources that sustain us all—in the U.S. and Across the Americas.

Nearly 500 local Audubon Chapters nationwide engage members in grassroots conservation action while Audubon environmental policy, education, and science experts guide lawmakers, agencies in shaping effective conservation plans, actions, and the policies to support them.

REPORTING RELATIONSHIPS

The Director of Institutional Giving will report directly to the Chief Development Officer and also work closely with Audubon's senior staff and CEO.

PRIMARY RESPONSIBILITIES

As a senior member of the National Development Department, the Director of Institutional Giving will:

- Work closely with the CDO to shape innovative fundraising strategies for the largest foundation funders and ensure that Audubon achieves annual institutional fundraising goals of \$20M+.
- Develop, manage, and steward a portfolio of 50+ of the highest-capacity foundations.
- Conduct regular reviews of potential institutional funders to identify shifts in donor programs and mandates that may reveal new opportunities for Audubon.
- Take the lead in coordinating, scripting, preparing for and following up on meetings between Audubon representatives and foundation partners.
- Direct the work of a small team of institutional fundraisers; effectively manage and mentor these staff, providing guidance on best practices and strategy when needed.
- Work closely with conservation program leadership to fully understand each program's goals; participate in strategic development and the creation of proposals and budgets.
- Ensure coordination among all programs around funders to optimize fundraising opportunities.

KEY COLLEAGUES



David Yarnold
President and CEO

David Yarnold became Audubon's 10th president in September 2010, charged with leading a turnaround that would expand Audubon's effectiveness while building on the organization's strong conservation legacy. Under his leadership, Audubon's distributed network is becoming a coordinated, collaborative force for hemispheric conservation. With 463 local Chapters, 22 state offices, and 44 Audubon Centers across the country, Audubon connects nearly four million people using science, advocacy and education. "We are all Audubon," Yarnold says. "No other organization has our wingspan when it comes to being able to drive conservation action, whether in individual backyards or in Congress."

Under Yarnold's leadership, Audubon is aligning its conservation work along migratory flyways, the "superhighways in the sky" that millions of birds travel each spring and fall. "Flyways transcend

geographic and political boundaries," he said. "They give us a literal birds-eye view of environmental issues and trends, and help direct our work. Sometimes this leads us to hands-on restoration, like keeping Nebraska's Platte River vital for the Sandhill Cranes and many other species that depend on it, and sometimes it leads us to critical legislative needs, like ensuring that penalties from the gulf oil catastrophe are used to fund gulf restoration." Yarnold oversees Audubon's Important Bird Area program, which protects 370 million acres along the flyways in the US and frames our work with BirdLife International and other conservation organizations around the globe.

With expertise in climate and energy issues, Yarnold has made environmentally-friendly siting for renewable energy one of his highest priorities at Audubon. He has launched numerous innovative social media efforts, including a national movement called "Conservation Has No Party." And he has put cutting-edge mapping technology at the center of Audubon's reinvention. His global background has deepened Audubon's alliances with BirdLife International and other partners to build a hemispheric air bridge for birds as they migrate across the flyways of the Americas.

Yarnold came to Audubon from the Environmental Defense Fund, where he played a leading role in expanding partnerships with corporations and helped double revenue. He also led the organization's political action arm and was its leading U.S.-based advocate for the creation of environmental markets in China. A former Pulitzer Prize-winning editor at the San José Mercury News, he is an outspoken and eloquent advocate for birds and the environment. Yarnold writes op eds and columns for Huffington Post, forbes.com, CNN, McClatchy News Service, and others. APM's "Marketplace" quoted Yarnold, "This is not your grandmother's Audubon anymore." He has appeared on CNN, NPR, MSNBC, BBC, PBS News Hour, and The Colbert Report.

He is a marathoner, an earnest birder, and he still reads sports news in the morning before anything else.



Anne Lieberman
Chief Development Officer

Anne Lieberman leads Audubon's development department, overseeing fundraising strategy across all of Audubon. Lieberman works across the Audubon network to expand the quality and quantity of Audubon's donor pipeline and create an organization-wide major and principal gifts program that is engaging new donors with Audubon programs. Since joining Audubon in 2014, Lieberman has initiated pilot fundraising collaborations with state offices and focused on building a team approach across Development.

Lieberman joins Audubon with a wealth of experience building effective fundraising systems and strategies for decentralized organizations. Because of this, she understands the necessity of a fundraising operation that meets the needs of the many conservation programs throughout the diverse yet connected Audubon network. Lieberman and her team work to ensure that the National Audubon Society has the resources necessary to achieve its ambitious conservation agenda.

Before stepping into her current role, Lieberman was the Executive Director of USA programs for the World Animal Protection. Prior to World Animal Protection, Lieberman led development

operations at Environmental Defense Fund, and ran development and communications at the YWCA of the City of New York, and the Association of Junior Leagues International.



Kimberly Keller
Vice President, Principal Gifts

Kim Keller leads Audubon's principal gift fundraising efforts, collaborating with staff across the organization to garner support for high priority conservation projects. Since joining Audubon in December 2011, Keller has raised new funds for both core operations and new initiatives, including multi-state priority Flyway programs that are the foundation of Audubon's expanding conservation network. She partners with the President's Office and Board of Directors to develop and implement Audubon's major donor strategy and in 2013 engaged both new and long-time supporters in the highly successful Audubon Gala where the Audubon Medal and Dan W. Lufkin Prize were awarded.

Before joining Audubon, Keller was a Regional Vice President with Community Counseling Service (CCS), a leading fundraising consulting firm. During her 12 years at CCS, she developed fundraising strategies, planned and implemented campaigns, cultivated major donors, and managed staff and volunteers. Keller has also directed key projects for The Nature Conservancy's Connecticut and Massachusetts Chapters, National Parks Conservation Association, GreenSeal, and the Appalachian Trail Conservancy, in addition to non-conservation projects that included Children's National Medical Center, American Ballet Theatre, the New-York Historical Society, and the World Trade Center Memorial Foundation.



David O'Neill
Vice President for Conservation Strategies and Senior Advisor to the CEO

David O'Neill joined Audubon as vice president for conservation strategies and senior advisor to the CEO in June of 2015. In this role, he oversees the implementation of Audubon's five key conservation strategies and all of Audubon's work along the Atlantic Coast.

O'Neill comes to Audubon from the National Fish and Wildlife Foundation, where he served as vice president for conservation programs, overseeing a \$75 million grant portfolio focused on habitat and water projects and supporting projects such as the \$100 million Hurricane Sandy Coastal Resiliency Competitive Grants Program. Before NFWF, O'Neill was vice president for communications and external affairs at Cherokee Investment Partners and executive director of the Chesapeake Bay Trust.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Director of Institutional Giving will have:

- Current knowledge of conservation-minded foundations, their priorities and funding trends.
- Demonstrated appreciation and understanding of Moves Management; a proven ability to strategically manage prospects successfully from identification to solicitation and stewardship.
- Persuasive communicator with excellent listening, speaking, and writing skills.

- Exceptional planning, organization, time management, communications, and multi-tasking skills.
- The ability to work independently and within a team to achieve measurable results; experience managing staff for results a must.
- Proficiency with Microsoft Office applications, as well as navigating, analyzing and reporting data from fundraising databases and other web-based tools.
- Willingness and ability to travel and work some weekends and evenings, as required.
- An interest, understanding, and commitment to the conservation of birds, other wildlife, and their habitat is critical, as is the ability to communicate Audubon's mission, goals, and programs effectively and with the highest professional standards.

A Bachelor's degree is required for this position. An advanced degree is desirable. The successful candidate will be a senior-level development professional with 10+ years of experience, including a history of securing six- and seven-figure foundation grants, developing and implementing prospect strategy, and crafting powerful proposals.

SALARY & BENEFITS

The National Audubon Society offers an excellent and competitive benefits and compensation package.

LOCATION

This position is located in New York City.

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 kept confidential.