

# ASPEN • LEADERSHIP • GROUP

**ASSOCIATE VICE PRESIDENT FOR DEVELOPMENT**

**WHITE HOUSE HISTORICAL ASSOCIATION**

**Washington, District of Columbia**

<http://whitehousehistory.org>



*THE WHITE HOUSE  
HISTORICAL ASSOCIATION*

The Aspen Leadership Group is proud to partner with the White House Historical Association in the search for an Associate Vice President for Development.

The Associate Vice President for Development will join The White House Historical Association (WHHA) at a time of unparalleled growth for the institution. With a database of more than 500,000 constituents and 700 first-time donors with significant major donor capacity, the Associate Vice President will be a critical partner in driving fundraising results up to and beyond the \$10 million per year range. As a thought partner to and collaborator with the Vice President of Development, the Associate Vice President will engage with the WHHA President, Board of Directors, and Vice Presidents frequently and will manage a small team of professionals in the development office.

Founded in 1961 through the leadership of First Lady Jacqueline Kennedy, The White House Historical Association is a 501(c)(3) nonprofit, with the mission to enhance the public's understanding, appreciation, and enjoyment of The White House. The WHHA works with the National Park Service, the Curator and Chief Usher in The White House, and the First Family in the care, conservation, and interpretation of the historic state rooms of The White House Executive Residence and larger White House Complex. In collaboration with The White House, the WHHA provides private funds for the acquisition and preservation of fine and decorative arts for the permanent White House collection.

The White House Historical Association publishes the official White House guide and operates three retail locations (Decatur House, The White House East Wing, The White House Visitor Center). The WHHA also produces and publishes books and digital content on the history, architecture, and decorative arts of The White House, and the award-winning quarterly journal *White House History*. The WHHA sponsors research and scholarship, a quarterly lecture series, seminars, and exhibitions on White House history. It operates the David M. Rubenstein National Center for White House History at the Decatur House, on Lafayette Square. Funding for the White House Historical Association comes from the sale of publications and gift items, and philanthropy. The association manages The White House Acquisition Trust and The White House Endowment Trust with combined assets in excess of \$90 million.

## **REPORTING RELATIONSHIPS**

The Associate Vice President for Development will report to the Vice President of Development.

## **PRINCIPAL OPPORTUNITIES**

In 2014, the Board of Directors appointed Stewart McLaurin to lead The White House Historical Association as its president. Mr. McLaurin worked with board members to determine a new strategy for the WHHA that included a significant upshift in public awareness of the WHHA, retail revenue growth, and the launch of a fundraising division. From 1961 through 2015, the WHHA received very few donations, focusing only on large grants or gifts with no chief development officer or fundraising infrastructure.

In 2016, The White House Historical Association recruited Rhett Wilson to build a fundraising division as its new vice president of development. In the last year, the WHHA has seen tremendous fundraising growth as it rolled out a national engagement plan that included programing in Washington, D.C., Los Angeles, Palm Beach, New York City, Dallas, and San Francisco. Donations have grown to \$4 million in 2017, up from \$650,000 in the same period of 2016. The donor base has grown from an annual average of 100 to nearly 5,000 in the first three quarters of 2017.

The Associate Vice President for Development is poised to join The White House Historical Association at a time of unparalleled growth. With a database of more than 500,000 constituents, 700 first-time donors with significant major donor capacity, the Associate Vice President will be a critical partner in driving fundraising results up to and beyond the \$10 million per year range.

## **PRIMARY RESPONSIBILITIES**

The Associate Vice President for Development will

- collaborate with the Vice President of Development in leading the development program at The White House Historical Association;
- manage a portfolio of up to 125 prospects rated at \$100,000 and higher;
- develop and implement strategies to solicit 5-7 figure gifts;
- secure gifts toward an annual, individual dollar goal;
- create written materials to support fundraising, including visit reports, letters, and proposals;
- staff the WHHA President and Board Members during major prospect visits, writing briefings, talking points, and follow-up letters;
- maintain a comprehensive and detailed knowledge of The White House Historical Association history, programs, policies, and procedures;
- supervise frontline staff to ensure that their individual successes will help the WHHA fundraising goals; and
- coordinate with leaders throughout the WHHA.

## KEY COLLEAGUES



**Stewart D. McLaurin**  
**President**

Appointed President of the White House Historical Association in May 2014, McLaurin's career spans the non-profit, education, and public policy fields. Over the past 30 years, he has held senior positions with George Washington's Mount Vernon, The Ronald Reagan Presidential Foundation, the Motion Picture Association, Georgetown University, American Red Cross, and the Federal Government.

Prior to joining the White House Historical Association, McLaurin served as Executive Vice President for American Village Citizenship Trust in Birmingham, Alabama. While at Mount Vernon, he served as Vice President for the development and opening of the new presidential library for George Washington. As Executive Director of the Ronald Reagan Centennial Celebration for the Ronald Reagan Presidential Foundation, he was responsible for the conceptualization, planning, fundraising, and implementation of the award winning, multi-million dollar, yearlong program of national and international events and initiatives. At the Motion Picture Association, McLaurin held the position of Executive Vice President for Education Affairs. He served for six years as the Chief of Staff to the President of Georgetown University, John J. DeGioia. Prior to Georgetown, he served as Chief of Staff to the President of the American Red Cross, Elizabeth Dole. At the United States Department of Energy, Stewart was Executive Assistant to Energy Secretary James D. Watkins.

McLaurin is a proud graduate of the University of Alabama where he studied American History and Political Science.



**Frederick J. Ryan, Jr.**  
**Chairman of the Board of Directors**

On September 2, 2014, Jeff Bezos announced the appointment of Frederick J. Ryan, Jr. as Publisher and CEO of The Washington Post and affiliated publishing business: Express, The Gazette Newspapers, Comprint Military Publications, Southern Maryland Newspapers, Fairfax County Times, El Tiempo Latino, and Robinson Terminal.

Until August 2014, he served as President and CEO of POLITICO, which he co-founded in 2007. This Washington based nonpartisan publication covers policy and politics with a focus on speed, insight and in-depth reporting. Under Ryan's leadership as CEO, POLITICO was recognized with many honors, including a Pulitzer Prize and was named by *Fast Company Magazine* for excellence as one of the "World's Most Innovative Companies."

From 1995-2014, Mr. Ryan was also President and COO of Allbritton Communications, a top performing and award-winning group of broadcast and cable television stations. Its ABC Network affiliated stations ranged in market size from Washington, D.C., to Charleston, SC. NewsChannel 8, its local cable channel serving Washington, Maryland and Virginia, became the most successful local news channel in America. The television group was sold to Sinclair Broadcasting on August 1, 2014.

**Rhett Wilson****Vice President of Development**

Rhett Wilson joined the association following 16 years of service in higher education, primarily as a leader and builder of fundraising programs within business schools. He has held appointments as Associate Dean at Johns Hopkins University Carey Business School, Assistant Dean at George Mason University School of Business, and as the Director of Corporate Relations for the W. P. Carey School of Business at Arizona State University.

Wilson is a member of the board of trustees of Hugh O'Brian Youth Leadership and Vice President/Trustee of the Caravanserai Project. He previously served on the advisory board for Alaris Inc., a signature verification technology firm launched in partnership with Rolls Royce, Inc., and is a former member of the City Council of his hometown of Kearny, Arizona. Wilson holds a BS in Justice Studies from Arizona State University and an Associates Degree from Mesa Community College.

**CANDIDATE QUALIFICATIONS AND QUALITIES**

The successful candidate for the position of Associate Vice President for Development should have

- a track record of building long-term donor relationships and closing 5-7 figure gifts;
- successful experience in identifying prospects and making cold calls;
- superior communication skills, both oral and written, as well as excellent interpersonal skills;
- understanding of and dedication to the mission of The White House Historical Association;
- willingness to travel nationally, approximately 4-6 days per month, and to work evenings and weekends as needed;
- high level of motivation and energy, record of showing initiative and ability to work independently;
- outstanding interpersonal skills, project coordination experience, and the ability to work well with all levels of internal management and staff; and
- organization and managerial abilities, with the ability to prioritize and manage multiple priorities.

A Bachelor's degree is required for this position as is 6 or more years of successful experience in major gift fundraising in a complex organization.

**SALARY & BENEFITS**

The White House Historical Association is a unique nonprofit dedicated to enhancing the understanding, appreciation, and enjoyment of the Executive Mansion. Its talented staff work as a team to support its mission through original research, groundbreaking publications, creative programing, and many more innovative projects, partnerships, and opportunities. Located on Lafayette Square adjacent to the White House, the Association's headquarters includes the historic Decatur House which houses the David M. Rubenstein National Center for White House History. The Association offers a generous benefits package to all employees.

**LOCATION**

This position is based in Washington, D.C. on Lafayette Square, just across from The White House.

## **DIVERSITY AND INCLUSION**

The White House Historical Association is an equal opportunity, affirmative action institution that operates in compliance with applicable laws and regulations.

## **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, please contact Tim Child: [timchild@aspenleadershipgroup.com](mailto:timchild@aspenleadershipgroup.com).*

*All inquiries will be held in confidence.*

## **ASPEN • LEADERSHIP • GROUP**

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