



**DIRECTOR OF DEVELOPMENT
CATSKILL ANIMAL SANCTUARY**

Saugerties, New York

<https://casanctuary.org>



The Aspen Leadership Group is proud to partner with Catskill Animal Sanctuary in the search for a Director of Development.

This creative and innovative person will work with leadership to plan and execute fundraising strategies to elevate and enhance Catskill Animal Sanctuary's image and position as it moves to the national stage. The Director of Development will participate in shaping the strategic direction of the organization, and will be responsible for the creation and oversight of a comprehensive development plan that includes major gifts, grants, planned giving, on-line and traditional appeals, member cultivation, and partnership with the Executive Director and Board of Directors to cultivate and solicit significant gifts. Additionally, the Director of Development will participate in the development and management of a comprehensive communications plan that promotes the organization's mission, brand, people, and services in a way that distinguishes it from all others, and will provide leadership and supervision to staff to attain success.

The successful candidate will have a deep personal commitment to veganism, and will be an innovator with outstanding interpersonal skills and a proven track record of driving while flying. The Director of Development will supervise a staff of four—communications manager, communications associate, donor relations manager, and coordinator of the animal sponsorship program—and will engage with the Executive Director/Founder in leveraging her role in advancing the organization's mission.

Catskill Animal Sanctuary is a 150-acre refuge in New York's Hudson Valley for eleven species of farmed animals rescued from cruelty, neglect, and abandonment. The Catskill mission is to rescue farmed animals, ignite social change to end their exploitation, and champion vegan living.

In addition to direct animal aid, the Sanctuary offers signature programming aimed at encouraging its guests and the world at large to adopt a plant-based lifestyle. Programming includes customized tours, a vegan cooking program, adult vegan mentoring, a children's summer camp, and youth leadership programs which are positioned to become national models. In addition to programming, the historical Homestead building serves as a Bed and Breakfast venue for guests to enjoy a more in-depth and personal experience of the Sanctuary.

During this period of growth, Catskill's aim is to increase its reach and impact through mission-driven programming. As a result, it must rapidly grow its fundraising capacity to support and sustain such growth. Likewise, due to the demands of the position and its location 2 hours from New York City, the successful candidate will live within the surrounding area—this requirement affords them the flexibility to be on-site, as well as in the field to cultivate and grow the New York City donor base.

REPORTING RELATIONSHIPS

The Director of Development will report to the Deputy Director.

PRINCIPAL OPPORTUNITIES

Since its inception 15 years ago, Catskill Animal Sanctuary has become one of the world's leading sanctuaries for farmed animals, having saved over 4,000 animals through direct emergency rescue and exponentially more through groundbreaking programming that supports humans in their journey toward plant-based living.

Having transformed 150 acres into a true haven for animals, Catskill is now poised to expand its reach and deepen its impact through new and "refreshed" programs that it hopes will become national models—a mentoring program, a youth leadership program, and a vegan culinary program—and through the construction of an Institute for Compassionate Living from which its programming will operate. In addition, the Sanctuary is implementing ongoing formal evaluation of its programs as a first step in offering a Best Practices model to the Sanctuary movement.

The Development Director will join a remarkable group of people who truly live its mantra of "love spoken here"—a mantra that filters through the entire organization, impacting not only external communications, but its *internal* culture as well. Moreover, Catskill has an unblemished record of fiscal accountability and transparency (Charity Navigator's top-ranked farmed animal sanctuary in the nation), numerous healthy income streams, a strong balance sheet and zero debt. This is an opportune moment in its history for a poised, passionate, and visionary fundraising professional to help catapult the Sanctuary to become a national leader for our vital and urgent movement.

PRIMARY RESPONSIBILITIES

The Director of Development will

- establish, implement, and regularly review a comprehensive organizational development plan that enhances Catskill's image and position and expands fundraising capacity;
- develop and implement strategies for recruiting, cultivating, and stewarding individual donors, including strategies to engage and retain new donor stakeholders and increase major gifts;
- advance and maintain relationships with corporations and implement strategies to increase corporate giving;
- lead the planning and implementation of development goals, strategies, and activities relating to the identification, research, cultivation, and solicitation of prospective donors;
- work closely with staff, leadership, and board to educate and engage them in donor solicitation and the entire fundraising process;
- oversee development team in writing and editing of grants, proposals, reports, and other materials;
- maintain supervision of marketing strategies to promote brand, increase visibility, and participation in programs, services, and activities;

- oversee Marketing and Communication team's content, coordination of staff, and vendors to produce all print, digital, and social media activities as to be in line with development efforts;
- ensure integration of staff with other organization teams through supervision of staff, consultants, and volunteers to meet goals; and
- manage performance, offer coaching, guide professional development, and provide structured feedback.

KEY COLLEAGUES



Kathy Stevens

Founder and Executive Director

After being invited to become the principal of a Boston-area high school, Kathy changed course, founding Catskill Animal Sanctuary in 2001, where her love of teaching, her belief that education has the power to transform, and her love of animals come together. Kathy is the author of *Where the Blind Horse Sings* and *Animal Camp*, two critically and popularly-acclaimed books about the work of Catskill, a former Huffington Post blogger, and a contributor to books and articles on the subjects of animal rights, animal sentience, and veganism. She takes her message of kindness to *all* beings to conferences and colleges in the U.S. and Canada.



Colleen Challenger Schropfer

Deputy Director

As Deputy Director, Colleen Challenger Schropfer brings more than two decades of leadership and achievement to the Catskill Animal Sanctuary team. She has built and led in both the public and private sectors, never wavering from her commitment to the individual success of people on her team which has always resulted in them exceeding their goals. Some examples of her people-first leadership accomplishments include preparing a dot-com company for a successful sale, doubling the revenue of an early-stage marketing firm, and reorganizing a non-profit private school outreach program to exponentially improve parent engagement. Her desire to effect change for animals started at age five when she brought home her stray cat, Lurch. She has been a lifelong advocate of kindness and humanity toward animals, culminating in her role as Deputy Director of CAS. Colleen graduated from Purdue University with a Bachelor's in Psychology, and then received her Master's in Public Policy from George Washington University; two degrees which helped shape her leadership style and efficacy. She lives in New York, with her husband, children, and Labrador.



Lisa Jackson

Donor Relations Manager

Lisa is a non-profit practitioner with 15 years' experience specializing in a full range of participatory approaches and capacity building for organizational growth. Her previous work focused on collaborating with field, national, regional and global stakeholders in different economic, political and social contexts in bringing safe water to vulnerable populations. Lisa joined the Catskill Team in 2014, and was quickly

promoted to Donor Relations by leveraging her fundraising and development skills. Lisa holds an M.A. in Social Policy and Management.



Judith Turkel

Chair, Board of Directors

Judith is a partner in a small NYC law firm, and spent more than 30 years as a leader in the LGBT movement, including serving as board chair or president of several national LGBT organizations, including Lambda Legal, the NYC LGBT Center and SAGE. While continuing her law practice, in 2013, Judith turned her activist focus to animal rights and veganism. A long-time donor and supporter of Catskill, she spent a few years working as a volunteer planning fundraising events in NYC then joined the board in January 2016 and became Chair in June 2017.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Director of Development should have

- deep personal commitment to a vegan lifestyle and knowledge of issues related to farmed animal rights;
- track record of meaningful engagement with major donors, community decision makers, business owners, and corporate donors on multiple levels;
- experience directing teams for donor cultivation programs, fundraising events, and outreach campaigns;
- proven ability to raise income budgets in excess of \$2M;
- strong creative, strategic, analytical, and organizational skills;
- sophisticated messaging and framing talents that have demonstrated success and can be used as a model for others;
- aptitude for cultivating collaborative relationships with staff, donors, and partner organizations that foster a culture of excellence;
- robust time and project management skills with the ability to manage multiple projects, timelines and priorities;
- a strong vision and desire for personal growth with a positive attitude;
- strong track record of success in leading fundraising efforts from a broad base of stakeholders, including individuals, foundations, and events;
- proven ability to lead development-related communications;
- excellent communication, public speaking, and writing skills; and
- proficiency in MS Office, Neon or similar fundraising and/or donor management software.

A Bachelor's degree from an accredited university is required for this position as is a minimum of 5 years of experience in major gift fundraising with a minimum of 2 years in a management role.

SALARY & BENEFITS

Catskill Animal Sanctuary offers a competitive salary and benefits package.

LOCATION

Catskill Animal Sanctuary is located in Saugerties, New York, an incredibly dynamic, yet quaint and picturesque Hudson Valley community. Situated between the breathtaking Catskill Mountains and the Hudson River, the village and town of Saugerties offer endless cultural opportunities including a vibrant art community as well as limitless hiking and exploring possibilities. The successful candidate will live in the Hudson Valley or New York metropolitan area; some flexibility in scheduling may be available if needed.

DIVERSITY AND INCLUSION

Catskill Animal Sanctuary is an Equal Opportunity Employer. We value a diverse workforce and inclusive workplace. People of color, people with disabilities, and lesbian, gay, bisexual, and transgender people are encouraged to apply. We consider all applicants without regard to race, color, religion, creed, gender, gender identity, gender expression, national origin, age, disability, socio-economic status, marital status, veteran status, pregnancy status, or sexual orientation.

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 apply for this position, visit:

<http://opportunities.aspenleadershipgroup.com>.

To nominate a candidate, please contact Anne Johnson:

annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

