



DIRECTOR OF PLANNED GIVING
WASHINGTON NATIONAL CATHEDRAL
Washington, DC
[Washington National Cathedral](#)



The Aspen Leadership Group is proud to partner with Washington National Cathedral in the search for a Director of Planned Giving.

The Director of Planned Giving will develop and implement the strategic effort to grow planned gift commitments to Washington National Cathedral in all forms and gift levels, including personally meeting with prospects to solicit and close gift commitments, partnering with major and annual gift officers to solicit and close gift commitments, and ensuring gifts are properly recorded and stewarded. Serving as an integral member of the Development Department Management team, the Director will ensure coordination and integration of the Planned Gifts program with other departmental functions.

This is an exciting time to join Washington National Cathedral, as it is in the second year of a five year comprehensive campaign. Not only will the success of the campaign shore up the foundations of the Cathedral, both physical and financial, but it will also fuel new programs, new outreach, and new ministry as well as ease the budget constraints that limit the Cathedral from fully fulfilling its mission and ministry.

Washington National Cathedral is first and foremost a house of worship. It has welcomed some of the world's greatest spiritual leaders to its pulpit. Its sacred Anglican choral tradition and organ music are known for both excellence and transcendent beauty. As the sixth largest cathedral in the world, with stunningly beautiful architecture, stained glass windows, and surrounding gardens, it provides a deeply spiritual experience for all who enter. Those who visit for the first time and those whose daily lives revolve around the Cathedral know it to be a sacred space.

The Washington National Cathedral also occupies a unique place in the Episcopal Church and in the nation. Often referred to in its history as a "great church for national purposes" and "a national house of prayer for all people," the Cathedral's ministry is a unique mix of local and national mission priorities. The Cathedral conducts services of high national visibility including the Inaugural Prayer Services, most recently for Presidents Biden, Trump, and Obama, the funerals of Presidents Bush, Reagan, and Ford, and the installations of Presiding Bishops of the Episcopal Church. It also has a vibrant local ministry that includes an active worshipping community, three affiliated schools on the Cathedral Close, and engagement in diocesan and civic life. In addition, the Cathedral is a Washington tourist attraction and pilgrimage destination with more than a half-million visitors and worshipers each year. Since the onset of the COVID-19 pandemic, the Cathedral has reached more than 2.5 million people around the country and world as it delivers its ministries virtually.

REPORTING RELATIONSHIPS

The Director of Planned Giving will report to the Chief Development Officer, Vanessa Andrews.

PRIMARY RESPONSIBILITIES

The Director of Planned Giving will

- manage a dynamic portfolio of gift planning prospects, including the cultivation, solicitation, and stewardship of these prospects;
- leverage discovery opportunities generated through existing pipeline building activities and develop ways to grow and convert the pipeline for planned gifts;
- oversee a proactive planned giving marketing plan, including placement of donor stories/advertisements of planned giving vehicles in Cathedral publications and other collateral, with budget to grow planned giving program;
- provide tax and estate planning information necessary to secure or promote planned/deferred gifts;
- seek the opinions of tax, legal, and other advisers on complex matters, when appropriate;
- supervise planned giving staff, including setting, monitoring, and evaluating annual performance;
- partner with Episcopal Church Foundation on creating illustrations and reporting on the Cathedral's life income gifts program;
- partner with Donor Relations to properly steward planned giving donors, strengthen recognition through Cathedral Founders Society, and execute donor engagement events;
- work closely with Development Services and the Cathedral's Finance Department to ensure that servicing, administration, and stewarding of deferred giving arrangements are handled promptly and efficiently;
- work with the Director of Development Services and Chief Financial Officer in designing and executing planned gift agreements, as well as other documents to establish charitable gift annuities, charitable reminder trusts, charitable lead trusts, and other forms of planned gifts;
- provide advice on solicitation strategies, especially related to tax and estate planning benefits to the Cathedral's major gift fundraisers;
- partner with Development colleagues in the day-to-day activities of the planned giving program, seminars, and special events;
- develop an annual work plan, with both financial and donor goals, for growing the program;
- work collaboratively and strategically with governance and other volunteers, Cathedral senior staff, and other Cathedral staff;
- remain current with planned gift and tax law changes and giving trends;
- maintain proactive and appropriate communication with fiduciaries and attorneys concerning estate settlement status to help secure most cost-effective distributions;
- supervise administrative staff/function(s) associated with planned giving campaigns, Cathedral Founders Society events, and provide staff direction as needed;
- attend worship services and evening programs, especially as they relate to donor-related opportunities; and
- record prospect activity using Raiser's Edge.

KEY COLLEAGUES



The Very Rev. Randolph Marshall Hollerith
Dean

The Very Rev. Randolph ‘Randy’ Marshall Hollerith began his tenure as the 11th Dean of Washington National Cathedral on Aug. 15, 2016. Prior to his call at the Cathedral, Hollerith served as Rector of St. James’s Episcopal Church in Richmond, Virginia, for 16 years, where he doubled the parish budget, facilitated the growth of the largest mission program in the Diocese of Virginia, and dramatically expanded both the size and participation in St. James’s outreach ministries.

Hollerith graduated from Denison University and received his Master of Divinity from Yale Divinity School. Hollerith, who grew up in nearby Alexandria, Virginia, often visited the Cathedral as a boy during its construction and his family has longstanding ties to the institution. His great grandmother was present in 1907 when the foundation stone was laid by President Theodore Roosevelt, and also in 1932 for the first worship service in the fully completed Great Choir.



The Rev. Canon Jan Naylor Cope
Provost

The Rev. Canon Jan Naylor Cope was appointed provost of Washington National Cathedral in April 2015. As provost, she works closely with the Dean and other Cathedral leadership on strategic vision, ministry, and mission.

Canon Cope was called as Vicar of Washington National Cathedral in 2010 and the Cathedral Congregation grew by more than 500 members during her tenure. Formerly Associate Rector at St. David’s Church in Washington DC, Canon Cope also served as a key lay leader at St. John’s Church, Lafayette Square. Prior to ordained ministry, she served as Deputy Director of Presidential Personnel in the White House and as President of the J. Naylor Cope Company. Canon Cope graduated from Wesley Theological Seminary, and holds a Doctor of Ministry degree from Virginia Theological Seminary.



Vanessa Andrews
Chief Development Officer

Vanessa Andrews joined the National Cathedral in December 2015. She is responsible for providing direction and strategic vision for all aspects of the Cathedral’s development activities and provides key support to the Provost and Dean in achieving the Cathedral’s fundraising goals.

Andrews is no stranger to the Cathedral, having served first as the Director of the National Cathedral Association (NCA), and then taking on expanded responsibilities for Annual Giving and Development Operations, from 2002 to 2006. Following her time at the Cathedral, Andrews helped execute a \$125 million capital campaign at the National Parks Conservation Association as Deputy and then as Acting Vice President of Development, and then a \$250 million capital campaign at the National Trust for Historic Preservation as Vice President for Development Services. She holds a bachelor’s degree from Vassar College and a MBA from Yale School of Management.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Washington National Cathedral seeks a Director of Planned Giving with

- a record of building donor relationships and closing planned gifts;
- in-depth knowledge of planned giving and its complexities (estate planning, tax laws, wills, trusts, etc.);
- excellent interpersonal and communication skills, including an ability to clearly and simply explain complex planned giving concepts and vehicles to staff, prospects, and senior leadership;
- an ability to inspire confidence among a broad range of internal and external audiences;
- an ability to thrive in a team-oriented, collaborative environment;
- a detail-oriented disposition and an ability to work independently and manage multiple high-priority projects and priorities simultaneously to meet aggressive timelines and challenging deadlines;
- experience hiring training, supervising, and developing staff;
- proficiency in a donor database, Raisers Edge or similar, to support moves management of donors;
- comfort operating in a virtual work environment, including cultivating and soliciting donors virtually; proficiency with virtual meeting technology such as MS Teams and Zoom (helpful); and
- knowledge of or willingness to learn Episcopal Church traditions, customs, and hierarchy.

A bachelor's degree in a relevant field, and/or equivalent experience is required for this position as is at least five years of development experience, with at least two years of those being in planned giving role. A Juris Doctor degree is preferred.

DIVERSITY, EQUITY & INCLUSION

The Protestant Episcopal Cathedral Foundation (PECF) is committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion. Its employees are the most valuable asset it has. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities, and talent that its employees invest in their work represents a significant part of not only the culture of the PECF, but its reputation and organizational achievements as well.

PECF embraces and encourages its employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make its employees unique.

PECF's diversity initiatives are applicable – but not limited – to its practices and policies on recruitment and selection; compensation and benefits; professional development and training; promotions; transfers; social and recreational programs; layoffs; terminations; and the ongoing development of a work environment built on the premise of gender and diversity equity that encourages and enforces respectful communication and cooperation between employees; teamwork and employee participation, permitting the representation of all groups and employee perspectives; and employer and employee contributions to the communities it serves to promote a greater understanding and respect for the diversity.

All employees of PECF have a responsibility to treat others with dignity and respect at all times. All employees are expected to exhibit conduct that reflects inclusion during work, at work functions on or off the work site, and at all other organization-sponsored events. Any employee found to have exhibited any inappropriate conduct or behavior against others may be subject to disciplinary action. Employees who

believe they have been subjected to any kind of discrimination that conflicts with the company's diversity policy and initiatives should seek assistance from a supervisor or a Human Resources representative.

SALARY & BENEFITS

Washington National Cathedral offers a competitive benefits and compensation package.

LOCATION

This position is located in Washington, DC.

APPLICATION DEADLINE

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Washington National Cathedral.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Director of Planned Giving, Washington National Cathedral.](#)

To nominate a candidate, please contact Shelley Semmler:

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

All inquiries will be held in confidence.