

# ASPEN LEADERSHIP GROUP

## SENIOR DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS

### WOMEN'S CONGRESSIONAL POLICY INSTITUTE

Location — Hybrid (Metropolitan Washington, D.C.)



WOMEN'S  
CONGRESSIONAL  
POLICY INSTITUTE

The Aspen Leadership Group is proud to partner with Women's Congressional Policy Institute in the search for a Senior Director of Development and Communications to design and implement a comprehensive development strategy for foundation, corporate, and individual annual giving and major gifts.

The Women's Congressional Policy Institute (WCPI) is a nonpartisan public policy organization whose mission is to bring together a community of bipartisan women policymakers and trusted partners to advance issues of importance to women, develop the next generation of women leaders, and foster a more effective and representative democracy. WCPI was established in 1995 after the House of Representatives voted to eliminate the staff and funding for all caucus organizations, including the Congressional Caucus for Women's Issues. It fills a critical role in the policy and advocacy community. As a nonprofit, it does not lobby or take positions on legislation or policy.

While not formally affiliated with the bipartisan Women's Caucus, for nearly 30 years WCPI has worked to strengthen and expand the capacity of the Caucus through its briefings and meetings for women Members of Congress and their staff, with the aim to bring them closer together across party lines and to encourage bipartisan policy priorities to advance issues of interest to women and families. These include women's health, international issues, 21<sup>st</sup> century workforce development issues, as well as events to strengthen relationships among women. Its congressional briefings are free and open to the public. WCPI also produces *Weekly Legislative Update*, which is a free publication that provides information about legislative actions affecting women and their families.

More recently, WCPI has been working to build and expand the pipeline of young women leaders through its congressional fellowship program, internship program, and special events. The "Joint Session" program is a bicameral, bipartisan program for women chiefs of staff, committee staff directors, and senior leadership staff that provides opportunities for networking and professional development among senior women leaders on Capitol Hill. These efforts are contributing to improving the functioning of Congress as an institution.

### REPORTING RELATIONSHIPS

The Senior Director of Development and Communications will report to the President, Cindy Hall. The Senior Director of Development and Communications will oversee a Development Associate and a Communications Associate.

## FROM THE PRESIDENT

*The Women's Congressional Policy Institute is unique. We truly are bipartisan in every aspect of our work, and diversity, equity, and inclusion are baked into our DNA—this has been true for decades, not just in the past few years. If you take the time to review our programs, you will see it reflected throughout our work.*

*We work closely with the bipartisan Women's Caucus in Congress, which is an extremely diverse organization that includes all women Members of Congress across the ideological spectrum. At this time of such division in Congress, we offer hope for a different future.*

*Our work with the women Members of Congress focuses on areas where policy agreement is possible and is driven by their priorities—we do not follow our own agenda, but rather encourage them to develop their own. We also work to encourage them to develop relationships across party lines in the hope of expanding successful policy collaborations and a more civil discourse. Our work with the women chiefs of staff and committee staff directors in Congress also is intended to expand bipartisan and bicameral relationships, as well as to provide support for senior women staff who still are in the minority in those jobs. Our policy briefings always include a diverse group of panelists—broadly defined to encompass many views as well as a wide range of voices, with a focus on underrepresented communities of women and girls.*

*Our fellowship and intern programs are intended to provide a pathway to public policy for young women, particularly those who might not have the opportunity otherwise. Many of our former fellows remain on Capitol Hill in permanent policy jobs after their fellowships. We have worked to develop a robust former fellows' community, and it is one that could and should be expanded further to help fund fellowships in the future.*

*The decision to seek a Senior Director of Development and Communications is driven by the clear potential for a robust individual giving program. For many years, WCPI has focused on corporate and labor contributions and foundation grants for its revenue support. Individual giving was all but ignored until a few years ago when we began an effort focused on our former fellowship community. Our fellowship program was inherited from another women's organization ten years ago—the program is 43 years old. Since we began this effort, we have significantly expanded the number of former fellows contributing to the fellowship program. However, we have a long way to go to reach the potential giving from this group. We also have done very little beyond this one group, and we believe the potential is almost limitless—for example, we have done almost no outreach beyond Washington, D.C. I am seeking a partner with the development and communications experience and motivation to develop and direct this effort, as well as to expand our foundation outreach, which has been limited as well.*

*I believe this opportunity is an exciting one and look forward to working with the new Senior Director of Development and Communications to move our mission forward in the coming years.*

—Cindy Hall, President

## WOMEN'S CONGRESSIONAL POLICY INSTITUTE'S GUIDING PRINCIPLES

Women's Congressional Policy Institute is committed to core values that, along with its mission, guide its work and shape the culture of the organization. It is committed to bipartisanship. Encouraging policy priorities that span the partisan divide helps it foster solutions important to all women. It is committed to cultivating women's leadership. While a record number of women currently serve in Congress, there remains a dearth of women in leadership positions in the public policy arena. WCPI seeks to empower women to lead on Capitol Hill and in public policy. It is committed to representative democracy.

Through its programs, it is working to build a democracy that is more effective and brings more women and women of color into policy discussions. WCPI is committed to promoting diversity, equity, and inclusion. Its Board of Directors, staff, programs, and events reflect its goal to empower voices that often are underrepresented in public policy dialogues and create a culture of mutual respect and shared success. It is committed to being a trusted resource, and as a trusted source of reliable and credible information, WCPI has a proven track record of bringing women policymakers together across party lines.

### **PRIMARY RESPONSIBILITIES**

The Senior Director of Development and Communications will

- create and implement a comprehensive development strategy and plan for individual, foundation, corporate, and planned giving;
- establish and meet annual fundraising goals and update strategies based on evaluation of results;
- design and implement annual giving campaigns, including setting and achieving goals for renewals, upgrades, and acquisitions;
- curate and manage a major gifts portfolio of approximately 75 donors and prospects, including developing specific strategies and timelines for identification, cultivation, solicitation, and stewardship;
- execute at least 50 visits with donors and donor prospects per year;
- manage and implement stewardship activities for individual donors;
- develop and oversee the communications strategy, ensuring alignment with the development strategy;
- conduct research and prepare briefing materials in advance of donor meetings;
- collaborate with the President on Board fundraising requests, major gifts solicitations, and the Board Development Committee;
- oversee and support donor record management; and
- generate monthly donor reports as needed.

### **LEADERSHIP**

#### **Cindy Hall President**

Cindy Hall has served as President of WCPI since January 1999. Prior to her current position, Hall worked on Capitol Hill for more than 17 years for four Members of Congress, including 12 years for Ambassador and former Rep. Connie Morella. During her Hill service, she focused on women's health, budget, tax, and appropriations issues. Hall received her Bachelor of Arts in political science from Colgate University.

#### **Stacey Davis Stewart Chair, Board of Directors**

Over her career, Stacey D. Stewart has served as a transformational executive in both the for-profit and nonprofit sectors, serving as a chief executive almost consistently for over 20 years. Stewart began her business career in investment banking and housing finance in New York and Atlanta. After business school, Stewart served as public finance investment banker on Wall Street and led teams financing over \$2 billion in transactions for state and local governments. Early in her career, she also led the affordable housing business for Fannie Mae in the Southeastern Region, opening nine local corporate offices.

In 1999, Stewart transitioned her business skills to the nonprofit and philanthropic sectors, assuming the role of President and CEO of the Fannie Mae Foundation, then the largest affordable housing foundation in the US. In this role, Stewart was responsible for innovative initiatives addressing affordable housing and homelessness, including leading the largest fundraiser addressing homeless in the US. In 2009, Stewart became the Executive Vice President of Community Impact at United Way Worldwide (UWW), the world's largest non-profit, leading impact strategy for local United Ways in the U.S. and in 41 countries worldwide. She also served as UWW's first U.S. President, overseeing 1,100 local United Ways throughout the country, and providing strategic direction for the network's impact, revenue, and brand.

On January 1, 2017, Stewart became the 5<sup>th</sup> President of March of Dimes, and its first African American President. Over her six-year tenure, Stewart led the nation's preeminent organization focused on healthy moms and healthy babies. Her leadership transformed the organization's focus incorporating maternal health, health equity, and improving the brand's relevance among younger audiences and communities of color. Stewart also led advocacy efforts contributing to the most significant legislation in maternal and infant health in two decades.

Stewart has a Master of Business Administration in Finance from the Ross School of Business at the University of Michigan and a Bachelor of Arts in Economics from Georgetown University. She also holds honorary degrees from Trinity University, Morgan State University, Texas Southern University, Lincoln University, and Alabama A&M University. She currently serves on several boards nationally and in the Washington, D.C. Metropolitan Area, including Independent Sector, the Bipartisan Policy Center, and Women's Congressional Policy Institute.

Since 2010, Stewart has served on the board of PennyMac Mortgage Investment Trust (NYSE:PMT), a real estate investment trust (REIT) investing in residential mortgage loans and other mortgage-related assets. As a Trustee, Ms. Stewart chairs the Nominating and Corporate Governance Committee and serves on the Compensation Committee. In 2022, Stewart was elected to serve on the board of Hologic, a global leader in medical technology and diagnostics focused on women's health. In that role, she is a member of the Audit Committee.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Women's Congressional Policy Institute seeks a Senior Director of Development and Communications with

- a commitment to the mission of Women's Congressional Policy Institute—to bring together a community of bipartisan women policymakers and trusted partners to advance issues of importance to women, develop the next generation of women leaders, and foster a more effective and representative democracy;
- comprehensive knowledge of fundraising principles including personal fundraising solicitation, strategic fundraising program building, donor acquisition, annual giving, major and planned giving, foundation and corporate giving, capital campaigns, and moves management;
- experience directly managing successful major gift, foundation, and corporate sponsorship programs from cultivation through solicitation and stewardship;
- experience personally closing major gifts and identifying and stewarding long-term relationships with donors;
- an ability to partner with senior leadership and Board members on solicitations;
- exceptional communication and presentation skills, both spoken and written, sufficient to articulate WCPI's mission in a passionate, clear, and compelling manner to all stakeholders;
- an ability to represent WCPI professionally and to work with a wide range of constituents;
- an ability to motivate, direct, and manage staff and interns;

- an ability to thrive as a team player while juggling many priorities in a fast-paced environment; and
- proficiency with donor databases, preferably Bloomerang and Microsoft Office Suite.

A bachelor's degree or an equivalent combination of experience and education is required for this position as is at least seven years of fundraising or external relations experience. Capitol Hill experience is a plus.

#### **SALARY AND BENEFITS**

The salary range for this position is \$110,000 to \$130,000 annually. Women's Congressional Policy Institute offers a comprehensive package of benefits.

#### **LOCATION**

Women's Congressional Policy Institute is in Washington, D.C. and operates under a hybrid work model. The Senior Director of Development and Communications should have the ability to be on-site as needed, one to two days per week, and more often when Congress is in session.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Women's Congressional Policy Institute as well as the responsibilities and qualifications stated in the prospectus.*** Preference will be given to applications received by March 2, 2023.

To apply for this position, visit: [Senior Director of Development and Communications, Women's Congressional Policy Institute](#).

To nominate a candidate, please contact Clare McCully, [claremccully@aspenleadershipgroup.com](mailto:claremccully@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*