



## CHIEF ADVANCEMENT OFFICER

[NAF](#)

**Location – Flexible/Hybrid (New York City Region)**



The Aspen Leadership Group is proud to partner with NAF in the search for a Chief Advancement Officer.

The Chief Advancement Officer will provide the vision and strategy for expansion of NAF's resources by developing, implementing, and leading a comprehensive fundraising program to support the mission and goals of the organization. The Chief Advancement Officer will lead the Institutional Advancement team, as well as work collaboratively with multiple teams — including Programs, Partnerships, and Marketing & Communications — across the organization to establish and execute a plan for continued stewardship and growth of NAF's funder base. The Chief Advancement Officer will develop cross-functional plans with an emphasis on the stewardship of existing donors toward renewals and the cultivation and acquisition of new donors to raise the resources needed to carry out NAF's strategy and goals. A key immediate focus will be NAF's new fundraising campaign with a matching component from our Chairman and Board of Directors in 2022, focused on new funding sources. The Chief Advancement Officer will be a member of NAF's Executive Team and is responsible for securing and enhancing the revenue and resources of the organization, through fundraising and partnership development to support the growth and expansion of NAF.

NAF envisions a world in which all young people have equal opportunity for successful futures. It is a national network of education, business, and community leaders who work together to transform the high school experience and ensure students are college, career, and future ready. NAF's educational design ignites students' passion for learning and gives businesses the opportunity to shape America's future workforce by transforming the learning environment — allowing students to make connections between their academic work and its real-world applications.

Since 1980, NAF has been partnering with high-need communities to improve outcomes for students by implementing NAF academies — small learning communities within existing high schools — which include cutting-edge, STEM-infused, industry-specific curricula and work-based learning experiences, all of which serve to sharpen analytic skills and encourage innovation. In addition, the flexible structure encourages teacher collaboration across subject areas and fosters personalization to optimally meet student, school, district, and state needs and goals.

NAF has grown from one NAF Academy of Finance in New York City to hundreds of academies across the country focusing on growing industries, including finance, hospitality & tourism, information technology, engineering, and health sciences. During the 2021-22 school year, over 120,000 students attended 618 NAF academies across 34 states, plus DC, Puerto Rico, and the US Virgin Islands. In 2021, NAF academies reported 99% of seniors graduated — well above both their non-NAF peers and the national graduation rate — with 87% of graduates planning to go to college.

## REPORTING RELATIONSHIPS

The Chief Advancement Officer will report to the Chief Executive Officer, Lisa Dughi. The Chief Advancement Officer will oversee a team of seven.

## FROM THE CHIEF EXECUTIVE OFFICER

*This is the moment to truly transform the high school experience for the next generation of leaders. You can help make that happen.*

*The once unthinkable circumstances and challenges of this pandemic have brought about a whole new focus on the future of education and the future of work. This deep disruption created an opportunity to re-evaluate and, in many ways, reaffirm NAF's core purpose. COVID has not only highlighted the inequities in our society, but it has deepened them. Our work has never been more crucial.*

*Our vision is a world in which ALL young people have equal access to opportunity for successful futures. We know we can't do this alone. Our network of high schools and districts, business partners, and community partners ensure that we are preparing the next generation of leaders while keeping our students at the center of our efforts. For our students, it is the promise of successful futures. For our business partners, it is more than philanthropy — it is a business investment in training their future workforce and actively building a skilled and diverse talent pipeline that supports communities and industries across the country.*

*A unique element of NAF's educational design is work-based learning, which brings the classroom to the workplace and the workplace to the classroom. Students have the opportunity to network with business professionals, explore work environments, and sharpen professional skills — from job shadows and mock interviews to paid internships. We are dedicated to preparing high school students to be ready for what comes after graduation and help businesses across the country develop the skilled talent that reflects the rich diversity of students in classrooms around the country.*

*As we set our sights on 2022 and beyond, NAF is focused on continuing to meet the needs of our students and the academies that serve them, despite the challenges that continue to surround us. We are ambitiously moving forward on the goals we strive to achieve as part of our strategic plan while also building on an effective and efficient organizational culture that inspires and motivates. This year, we will continue to roll out more resources and opportunities to serve our current student population and help us to reach more students — all with an eye on how we can ensure our practices are in line with our commitment to diversity, equity, inclusion, and access.*

*For example, NAF will **support academies and communities** by continuing to add new tools and resources to support those academies, districts, and communities in fostering young people's career readiness, including many new resources for ensuring Advisory Board effectiveness. We will also expand [Future Ready Learning](#) to provide more resources, lesson plans, and curricula. NAF will **strengthen partnerships and stakeholder support** by implementing improved standards of practice for collaborating with NAF partners, as well as better processes for developing new partnerships that will yield the most benefit to our students. NAF will **expand awareness and support** for our organization, working to make NAF more well known — by educators, companies, and policymakers — so that they may advocate for and include NAF in their aligned efforts to better serve students. Finally, NAF will **develop new tools and capabilities** by piloting new tech-enabled work-based learning tools and roll out new internship support services, all with a focus on building the skills and competencies that ensure NAF students are future ready.*

*Of course, all of these efforts require the necessary resources, and we will be thrilled to welcome a new, visionary leader to rethink our approach to development to ensure our fundraising matches our bold ambitions. NAF's work has never been more important. We are at a critical moment that demands accelerated and significant progress toward addressing inequalities for people in under-served and under-resourced areas, particularly children of color. It is vital for us to help to lead the country into the future of education and workforce development, and we must remain steadfast in advocating for our students to develop the skills they will need to thrive in both the virtual world, as well as in-person.*

*I often say that it's hard to have a bad day at NAF when you can take the step back and realize the tremendous impact our work has on so many young people, their families, and their futures. Together, we can do more for more of the students who need it most.*

—Lisa Dughi, Chief Executive Officer

### **NAF'S COMMITMENT TO INCLUSION, DIVERSITY, EQUITY, AND ACCESS**

NAF is committed to promoting inclusion, diversity, equity, and access (IDEA) across the nation and within the organization. NAF is uniquely positioned to close educational and economic gaps by connecting its students — 70% of whom identify as Black, Hispanic or Latinx — with industry partners committed to building a diverse talent pipeline.

NAF is working to ensure consideration of its educational design and programmatic offerings with a lens on inclusion, diversity, equity, and access. In addition, it is revising its curriculum to embed culturally responsive practices and offering related professional development opportunities for the NAF network. NAF is partnering with companies like Raytheon Technologies, KPMG, and Verizon on their equity initiatives and it continues to actively seek partnerships with those demonstrating efforts toward advancing racial equity.

NAF is also building its programmatic offerings for young people after high school, during post-secondary, and in their early careers. NAF is committed to providing access, opportunity, and inclusion for the future workforce and to helping its partners sustain their current workforce. NAF and its partners are aligned in the belief that representation and inclusion matter for a sustainable workforce.

NAF's commitment to aligning work with IDEA standards does not stop with its partners. In 2021, it invested and implemented new efforts into embodying these best practices internally, including, but not limited to, continued training of employees — including using an internal equity guide when communicating about diverse populations; the development and work of its Transformation Team, which identifies and implements key strategies to create a truly equitable organization; and applying and embedding an IDEA lens throughout all departments that positively impacts its employee experiences and culture.

### **PRIMARY RESPONSIBILITIES**

#### **Fundraising Strategy**

The Chief Advancement Officer will

- lead the strategic development and implementation of a comprehensive fundraising program, working closely with all stakeholders;
- create and implement short and long-term development plans, priorities, and strategies that include measurable yearly goals for each component of the fundraising operation, particularly to support NAF's business plan;

- foster a culture of fundraising within the organization so that all teams recognize they have a role to play in ensuring NAF is financially secure;
- assist with organizational strategic planning and implementation with a focus on the integration of resource development;
- expand the donor base by identifying, cultivating, and soliciting prospective individual, corporate, and foundation supporters beyond those referred by the Board;
- oversee the development and implementation of a major gifts program and other strategies to broaden the base of individual supporters at all levels;
- oversee expansion of foundation support and the development and submission of grant proposals from private foundations and corporations;
- oversee the development of federal grant planning and applications;
- build and maintain relationships with key constituents, individual major donors, foundation program officers, and corporate contribution officers;
- oversee reporting to private foundations, corporations, and individuals;
- build and maintain relationships with NAF Leadership and staff toward effective project identification, donor identification, proposal development, and reporting; and
- oversee management and development of fundraising events, such as NAF's benefit.

### **Board Engagement**

The Chief Advancement Officer will

- actively engage Board Members to refer potential major donor, foundation, and corporate prospects;
- work with the Board to cultivate and solicit their contacts for support;
- with the CEO and Chief Partnership Officer, enhance Board relations, engaging members in the organization's work and needs, particularly tied to their areas of interest; and
- support committees of the Board to enhance fundraising and advance the organization.

### **Operations**

The Chief Advancement Officer will

- manage communications with internal and external constituents, and collaborate with Marketing & Communications regarding Development publications for new and existing donor outreach;
- appoint, lead, mentor, and manage the Institutional Advancement staff;
- develop and implement best practice fundraising policies and guidelines;
- evaluate, refine, and manage budget development and grant management processes; and
- develop and manage departmental budgets.

## **LEADERSHIP AND KEY COLLEAGUES**

### **Lisa Dughi**

#### **Chief Executive Officer**

After starting pre-med and changing her major three times at Cornell University, Lisa Dughi graduated with a major in Marketing and a minor in Fashion. Fittingly, her career began in the fashion industry at Chanel developing marketing strategies using customer data. She went on to receive her MBA at Wharton School at the University of Pennsylvania, where she developed strategic, marketing, and analytical skills that she applied to management consulting, with projects spanning a range of industries and functions — often with a data-driven solution. This gave Lisa a great deal of experience affecting change within organizations large and small, but also made her realize that she wanted to use her experience to help make a difference. In 2012, she applied these skills to the non-profit world by coming to NAF as a

consultant to help use student data to tell the NAF story. She then served as Vice President of Marketing & Communications and led a full rebranding of the national organization and was responsible for planning, executing, delivering, and evaluating all aspects of marketing & communications. She moved through different functions in the organization, Chief Operating Officer then President. In her current role as Chief Executive Officer, Lisa oversees all functions responsible for supporting a network of over 600 college preparatory, career-themed academies serving over 120,000 students in 34 states, plus DC, Puerto Rico, and the US Virgin Islands.

### **Brenda Barry**

#### **Chief Program Officer**

Dolphin Trainer, Astronaut, News Anchor were all on Brenda's list of desired occupations growing up. In high school she excelled at math and science, so her high school guidance counselor guided her to pursue a major in Engineering. She attended UC Davis and after one semester in the School of Engineering, Brenda knew she needed to change her path. Three declared majors later, she graduated with a degree in Economics and a minor in Psychology. Brenda landed her first job through an internship she had with a national marketing consulting firm. Six years later, she changed course when an opportunity arose to help create a non-profit focused on bringing business and education together to better prepare students for 21<sup>st</sup> century jobs. She has been invested in working with public-private partnerships to better the lives of young people for over 25 years. Brenda joined NAF in 2010 and is honored to work with amazing people committed to helping students realize their full potential and helping employers find diverse, qualified talent.

### **Colleen Devery**

#### **Chief Strategy Officer**

Colleen went to American University and studied areas that interested her without a very clear view of how they would lead to a career. She started out as Russian major after learning the language in high school and doing a home stay there. Pretty early on, she decided to change her major and ended up earning B.S. in Computer Science. While she was in college, she had a work study job in a center within the university that brought together UN agencies, NGOs, and government officials around a wide range of international development issues. From that experience, she decided to focus her career in the non-profit sector and dedicate her energies to making the world more of the place she wanted it to be. She worked at Girls Inc. for nine years and learned so much about fundraising, strategy development, and nonprofit management. Colleen joined NAF in 2006 and has been lucky to play many different roles as the organization continually grows its impact and ambitions.

### **Craig Love**

#### **Chief Financial Officer**

Beginning in the third grade, Craig had two primary ambitions in life — becoming a member of the KISS Army (official card-carrying devotees of the rock band KISS) and competing on the professional bowlers' tour — passions that haven't wavered much over the course of his lifetime. What he learned most from both experiences is that success doesn't come easy, and you only get out what you put in (no matter what it is), but at least you never have regrets when you know you gave something 100%. While Craig never became a household name on the PBA Tour (despite averaging 221 over 1,000 games in his very best year), he have seen (and met) KISS well over 50 times, so at least he has that going for him!

After spending six years at a Christian Brothers' run Army ROTC prep-school, Craig left his small-town in Upstate NY life to head South to attend college at Saint Leo University in Tampa, Florida. Upon graduating, he returned to the Albany area to "settle down" and began what became a nine-year career as an auditor and consultant with KPMG, dedicated to working exclusively in the not-for-profit sector, while obtaining his master's degree at SUNY Albany during that same time.

Over the next 20 years, upon moving to Manhattan, Craig's focus evolved, even further, toward working for organizations dedicated to the education and empowerment of women and children, especially in underserved communities in the U.S. and other impoverished areas of the World (primarily Africa). This journey ultimately led to his joining NAF in the middle of 2019, first as a consultant and now as Chief Financial Officer.

### **Elizabeth Perez**

#### **Chief Partnership Officer**

Liz started out thinking she wanted to be a social worker or rehabilitation counselor. Shortly thereafter, she realized that she also really enjoyed creative problem solving (and was going to have a lot of loans to pay off). A social worker's salary would make those loans challenging. She took some business courses, enjoyed them, and ended up graduating with a business major — which she felt could mean she would likely pay off her student loans faster. A year later, she went on to Columbia Business School to pursue her MBA with a focus on Marketing. Liz found something she really enjoyed and began a brand management career after graduate school. She worked at major packaged goods companies and held various positions moving up from an assistant to managing a P&L and major brands. It was fun while also challenging. During her tenure at Kraft Heinz, she co-chaired an employee giving program where she saw first-hand proposals from non-profits that needed funding to support their mission. That was when she first started to think about a non-profit career.

Shortly after a re-organization at Kraft, Liz began to seriously develop her vision for what she wanted to do most. She realized that she wanted to be in a position that supported women, girls, and BIPOC folks, especially in underserved communities. A few years later, she joined Girl Scouts of the USA (GSUSA) where she stayed for over nine years. Throughout her career, Liz didn't see many BIPOC individuals in leadership positions until joining GSUSA. Today she sees more but there still aren't enough. Given the kids NAF reaches, she knows that NAF is changing that and that's a big reason why she joined the organization in 2022. NAF is providing students in underserved communities with invaluable experiences that will inform their future choices and lay the foundation for helping them become their best selves. It's exciting to know that NAF is making such an impact and Liz is looking forward to helping reach more kids in the years to come.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

NAF seeks a Chief Advancement Officer with

- a commitment to the mission of NAF — to ensure high school students are college, career, and future ready;
- experience leading a development function for a significant non-profit institution;
- experience establishing strategic goals, overseeing the development of workforce strategies, managing budgets, and aligning resources to priorities;
- superior strategic ability at the prospective donor, departmental, and institutional level;
- a record of attracting and securing significant gifts from individual donors, corporations, and foundations;
- an ability to creatively assess and implement successful ways of identifying new donors and new sources of support from individuals, corporations, and foundations;
- experience working with individual donors, board members, and volunteer fundraising leadership;
- superior communication skills — both oral and written — active listening skills, an ability to translate ideas into comprehensive fundraising and development plans, and an ability to influence and persuade key constituents;

- an unwavering commitment to inclusion, diversity, equity, and access;
- knowledge of the latest innovations in fundraising techniques and philanthropy;
- advanced analytical skills with an ability to set and surpass goals;
- experience with database systems and procedures for donor tracking, record keeping, acknowledgements, and development reporting;
- an ability to work with and develop strong teams;
- a strong executive presence with personal confidence and maturity; and
- knowledge of the educational sector (preferred).

A bachelor's degree is required for this position as is at least ten years of experience as a professional fundraiser for sizable non-profit organizations.

### SALARY AND BENEFITS

The salary range for this position is \$230,000 to \$250,000 annually. NAF offers a comprehensive benefits package that includes medical, dental, vision, and flexible spending account eligibility as of date of hire; Employer-paid Employee Assistance Program (EAP); life and disability coverage as of date of hire; employer-paid Headspace membership as of date of hire; individualized employer-paid professional development; generous employer contributions to the retirement plan as of date of hire; tuition reimbursement after one year of employment; twelve paid holidays per calendar year; over four weeks of paid time off accrued in first year of employment; parental bonding, and bereavement leave.

### LOCATION

NAF is located in New York City. NAF is open to candidates that are able to work remotely within the New York City metropolitan area with access to the NAF offices on West 40<sup>th</sup> Street in Manhattan.

### APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of NAF as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Chief Advancement Officer, NAF.](#)

*To nominate a candidate, please contact Patrick Key, [patrickkey@aspingleadershipgroup.com](mailto:patrickkey@aspingleadershipgroup.com) or Ashley Buderus, [ashleybuderus@aspingleadershipgroup.com](mailto:ashleybuderus@aspingleadershipgroup.com).*

*All inquiries will be held in confidence.*