



**DIRECTOR OF DONOR RELATIONS
UNITED STATES NAVAL ACADEMY FOUNDATION
Annapolis, Maryland
<http://usna.com>**



**UNITED STATES NAVAL ACADEMY
FOUNDATION**

The Aspen Leadership Group is proud to partner with the United States Naval Academy Foundation in the search for a Director of Donor Relations.

The Director of Donor Relations will add specialized skills and strengths to an already strong team committed to building upon the unique qualities and heritage of the U.S. Naval Academy. This new position will assess current programs and protocols and will design a new, integrated stewardship program for the Foundation, optimizing ways of supporting the generosity of donors and the work of fundraisers.

The Director will focus on principal gift stewardship activity, including customized stewardship plans, opportunities, and events for the Foundation's most generous donors. The Director will oversee an Assistant Director of Stewardship who is responsible for written and digital impact reports as well as the development of stewardship plans for major donors to the Foundation. The Director will develop metrics and systems to monitor outcomes of each area of stewardship and donor relations. The Director will serve as an advocate and ambassador to the Foundation's senior leadership team for all stewardship activities and will collaborate with colleagues, donors, and U.S. Naval Academy leadership and faculty to develop a proactive plan for stewardship and donor relations in support of a best-in-class fundraising operation. The Foundation is currently in the quiet phase of a \$400 million comprehensive campaign that is scheduled to conclude in 2020. The Director will direct and support the principal-gift donor relations and stewardship needs for the current campaign, as well as additional priorities that extend beyond the current campaign.

The United States Naval Academy Foundation supports, promotes, and advances the mission of the Naval Academy by working in conjunction with Academy leadership to identify strategic institutional priorities, and by raising, managing, and disbursing private gift funds that provide a margin of excellence in support of the nation's premier leadership institution. The Foundation helps to advance the Naval Academy and the Naval Academy Alumni Association by providing private resources to achieve and maintain a broad range of mission-enhancing activities that support the institution and its graduates. The Foundation's responsibilities in support of the Naval Academy include developing, promoting, and enhancing the programs and facilities of the Naval Academy and its Alumni; soliciting and providing private gifts and grants in support of the Academy's highest priorities within its Centers of Excellence—Leadership & Character, Academic, Athletic, and Admissions; receiving, managing, distributing and investing private contributions exclusively for the benefit of the Brigade of Midshipmen, the Naval Academy and its alumni; and advancing the admission of highly qualified candidates to the Naval Academy by providing scholarship opportunities to enable aspiring young men and women to attend private preparatory schools.

REPORTING RELATIONSHIPS

The Director of Donor Relations will report to the Director of Advancement Services and supervise one staff member, the Assistant Director of Stewardship.

PRINCIPAL OPPORTUNITIES

The new Director of Donor Relations joins the Naval Academy Foundation at a particularly exciting time. The Foundation is deeply immersed in the quiet phase of a \$400 million comprehensive campaign, the largest in its history, one designed to have a transformative impact on one of the nation's premier leadership development institutions and on the young men and women who will become the next generation of Navy and Marine Corps officers. The Director of Donor Relations will play an integral role in ensuring positive, consistent, and meaningful engagement of our principal gift-level donors, which sustains the relationship between the Foundation and the U.S. Naval Academy.

The Director of Donor Relations will become part of a growing, integrated, collaborative team of advancement professionals who share a deep commitment to the future of the Academy, the naval service, and the nation. In addition, the Director of Donor Relations will build our first-ever comprehensive stewardship and donor relations program at the Foundation, which will have an enduring impact on all donors that support the Foundation.

PRIMARY RESPONSIBILITIES

The Director of Donor Relations will

- lead all principal and major gift stewardship activities, including developing tailored stewardship plans, preparing briefing materials, strategizing next steps with senior leadership, implementing new stewardship opportunities, to ensure that high level, best practice stewardship is executed for all major and principal level donors;
- collaborate with the Foundation's senior leadership team to design and implement a strategic plan for an integrated stewardship model for the Foundation, including a system of metrics to monitor outcomes for each area of stewardship and donor relations;
- work with the Principal Gift and Campaign team to best coordinate all engagement/stewardship activities, events, and opportunities;
- develop and implement the Foundation's Board of Directors stewardship and donor relations activities;
- collaborate on opportunities to connect principal gift and major gift donors with recipients of funding at the Naval Academy, and manage all aspects of stewardship visits back to the Naval Academy for principal gift-level donors;
- oversee planning and implementation of all principal and major donor recognition and stewardship events as well as develop new opportunities within current donor societies structure;
- develop collaborative relationships with colleagues and leadership of the Foundation and the U.S. Naval Academy, serving as the key liaison and advocate for stewardship programs;

- oversee timely and impactful written and digital acknowledgements for donors, including thank you letters, impact reports, and other acknowledgement materials;
- collaborate with colleagues from the Communications and Events teams on materials and activities designed to support individual and group stewardship efforts;
- develop and manage a plan to collaborate with major gift officers throughout the solicitation cycle, allowing effective development of approved stewardship plans for major donors; and
- maintain overall stewardship program and process in the CRM database and suggest and implement innovative ideas and models for a fully integrated stewardship and donor relations program within the database.

KEY COLLEAGUES



Kelly Carter Rollison

Director of Advancement Services

Kelly Rollison, Director of Advancement Services, joined the Foundation in July 2014 from the Land Trust Alliance, where she spent eight years, most recently as Director of Individual Giving and Development Chief of Staff. Earlier in her career, she was the Development Manager at the American Alliance of Museums, and held several positions within American University's Washington College of Law development office.

At the Foundation, Rollison is responsible for directing the organization and delivery of services to the Foundation and Alumni Association, including gift and biographical records management, database management and reporting, financial analysis, gift accounting and recording, donor relations and stewardship, and prospect research and management. Rollison works closely with senior leadership to produce analytical reports on campaign progress, fundraising performance, and revenue tracking. She collaborates with staff across the organization on several cross-functional projects with significant impact for the Enterprise, most recently the conversion of the membership and donor database.

An Atlanta native, Rollison graduated *cum laude* with dual Bachelor's degrees in International Economic Policy and Public History from American University. She received her Master of Arts in Early American History from George Mason University. Rollison currently serves on the Board of Trustees for the Naval Academy Primary School in Annapolis. She previously served in several leadership roles with the Junior League of Annapolis.

Rollison lives in the Annapolis area with her husband and two young boys.



John Rudder '78

Vice President, Development

John Rudder is a 1978 graduate of the United States Naval Academy and served 5 years in the Navy's nuclear submarine program. He spent the next 30 years in corporate America in a variety of sales and executive roles. His last 15 years were with two early stage companies where he ran the sales organizations.

In Dec 2011, Rudder joined the United States Naval Academy Foundation as Director of Corporate and Foundation Relations. In 2014, he picked up the additional responsibilities of managing the Major Gifts and Planned Giving teams. For the past two years, he has also served as the Major Gifts Officer for northern California. Previously, Rudder was President of his Naval Academy class and served as a volunteer for 5 years supporting corporate fundraising before joining the Foundation. John is married and lives in Annapolis and has two adult daughters.



Byron Marchant '78

President and CEO, Naval Academy Alumni Association and Foundation

Byron Marchant is the President and CEO of the U.S. Naval Academy Alumni Association & Foundation. Prior to this position, Marchant served as the Executive Vice President, General Counsel and Chief Administrative Officer for Black Entertainment Television in Washington, DC. He was a partner with the law firm Patton Boggs, LLP, and previously served as Senior Vice President and General Counsel for Annapolis-based Telecommunications Systems Inc. He also served as Senior Legal Advisor to Federal Communications Commissioner Andrew Barrett and was an attorney with Sidley Austin.

Marchant graduated with merit from the U.S. Naval Academy in 1978 earning a Bachelor of Science in American political systems and earned his J.D. from the University of Virginia Law School. He was in the submarine service before transferring to the Naval Reserve in 1984, where he fulfilled numerous assignments in the Naval Reserve Intelligence program and attained the rank of Commander in the U.S. Naval Reserves.

Marchant is a life member of the U.S. Naval Academy Alumni Association, a member of the New Jersey Bar, the U.S. Supreme Court Bar, the Federal Communications Bar Association and the American Bar Association. He serves on the Board of Directors of the Chesapeake Bay Foundation, the National Sailing Hall of Fame and the U.S. Naval Academy Foundation. He is a member of the Board of Trustees for the U.S. Naval Academy Alumni Association. Marchant served two terms on the Board of Visitors at George Mason University, and also has served on the Advisory Committee to the Sallie Mae Foundation, The American Red Cross of the Washington Metropolitan area, the University of Virginia Alumni Association Board of Managers and the UVA Campaign Executive Committee. Marchant was an adjunct professor at the University of Virginia Law School.



William J. O'Connor, Ph.D.

Executive Vice President

Dr. William J. O'Connor joined the United States Naval Academy Foundation as Executive Vice President in April 2012. Most recently, O'Connor served for nine years as Vice President for Institutional Advancement at St. John Fisher College in Rochester, New York. Prior to his time at St. John Fisher, O'Connor was Executive Director at Community Counseling Service (CCS), a well-regarded international fundraising firm. There he implemented and managed comprehensive campaigns for several major educational and healthcare institutions. Earlier positions included teaching at the St. John's Senior Secondary School in Uganda, East Africa and serving as a Mombusho English Fellow in Kyoto, Japan. O'Connor was awarded the St. John's University International Medal in 2001 for his humanitarian services in Uganda and Japan.

O'Connor graduated with a B.A. in English Literature from St. John's University in Jamaica, New York, where he was a member of the Skull and Circle Honor Society and the recipient of a four-year baseball scholarship. He received an M.A. in English Literature, with a concentration in Medieval and Renaissance literature, from St. John's three years later, and earned his Ph.D. in educational leadership and policy from the University at Buffalo, State University of New York in 2007. O'Connor completed Harvard University's Institute for Educational Management certificate program in 2010. O'Connor and his wife Monica live in the Annapolis area with their four sons and one daughter.



Dena M. Patterson

Campaign Director and Principal Gift Officer

Dena Patterson, Campaign Director Principal Gift Officer, joined the Foundation as a Major Gifts Officer in September 2012 from Loyola University Maryland where she spent seven years, most recently as Director of Development for Loyola College of Arts and Sciences and the School of Education. Previously, she served as an assistant director of undergraduate admissions and a field hockey coach at Monmouth

University.

At the Foundation, Patterson is primarily responsible for supporting the Executive Vice President and Major Gifts staff in cultivating, soliciting, and stewarding prospective donors who have the capacity to make transformative gifts to the Academy. Patterson also supports the Executive Vice President in managing the Foundation's current comprehensive campaign and leadership volunteer efforts.

Patterson holds a Bachelor's degree in business management from Bucknell University, an M.B.A. from Monmouth University, and a Masters in Liberal Studies from Loyola University Maryland. Patterson currently serves on the Bucknell University Alumni Association Board of Directors and the Development Committee at the Riverbend School in Natick, MA. She previously served on the USA Field Hockey Nominating Committee. Patterson works remotely for the Foundation and resides in Natick, MA with her husband Brian and daughter Hadley Grace.



Rusty Yeiser '74

Senior Director, Annual Programs

Captain Rusty Yeiser, U.S. Navy (Retired) is a 1974 graduate of the Naval Academy. After earning his wings as a Naval Flight Officer, Captain Yeiser completed twenty-five years of active duty, including operational deployments worldwide as a P-3 Orion Tactical Coordinator and Mission Commander and onboard the aircraft carrier USS INDEPENDENCE, staff

duty at the Naval Academy and in the Pentagon, graduate education at the Naval War College, and two command tours.

After retirement from the Navy in 1999, he joined the staff of the U.S. Naval Academy Foundation, where he is the Senior Director for Annual Programs. Yeiser lives in the Annapolis area with his wife and enjoys spending time with his two grown daughters.



Courtney Jolley
Director of Communications

Courtney Jolley, Director of Communications, joined the Alumni Association and Foundation in May 2013 from Loyola University Maryland where she spent eight years, most recently as director of institutional communications. Earlier in her career she was a member of the marketing and public relations team at the Kennedy Krieger Institute and a staff writer at *Kiplinger's Personal Finance* magazine.

At the Alumni Association and Foundation, Jolley works with the Vice President of Communications to implement and manage effective communications strategies in support of *Alumni Association Plan 2020*, the Naval Academy Foundation's fundraising efforts, and the Naval Academy Strategic Plan 2020. She collaborates with internal and Naval Academy staff at all levels to research, plan and execute articles, events, presentations and web, video, and print projects in support of the Alumni Association and Foundation missions. She also oversees the day-to-day operations of the communications department.

A Baltimore native and *cum laude* history graduate of Fordham University in Bronx, NY, Jolley also holds an MBA from Loyola University Maryland. She makes her home in Annapolis with her husband Jim and son Declan.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Director of Donor Relations should have

- maturity, confidence, and experience in developing and executing stewardship strategies for principal gift and major gift prospects;
- previous experience interacting with donors or other high net worth individuals and events management;
- demonstrated leadership abilities, including the ability to manage team members and promote new ideas and programs to colleagues;
- exceptional presentation and communication skills, both written and verbal;
- demonstrated success in the major areas of stewardship and donor relations, including events, acknowledgements, donor relations, and communications;
- self-motivated temperament with the ability to work independently as well as part of a team;
- demonstrated success working in a growing, fast-paced environment;
- exceptional ability to prioritize and manage multiple, diverse and on-going projects simultaneously;
- ability to perform high-level tasks and willingness to provide occasional administrative support to the President & CEO and Executive Vice President of the Foundation as needed;
- aptitude for complex fundraising or sales database systems, preferably experience in Blackbaud CRM or similar system; and
- great energy, work ethic, stamina, enthusiasm, and humility.

A Bachelor's degree from an accredited college or university is required for this position as is a minimum of seven years of professional experience in donor relations, stewardship or other relevant fundraising positions, or equivalent experience in business development, marketing, sales or other positions interacting with high net worth individuals, and a clearly demonstrated path of professional performance showing increasing responsibility and achievement. Higher education, service academy, and/or military experience is preferred.

SALARY & BENEFITS

The United States Naval Academy Foundation offers a comprehensive and competitive benefits package.

LOCATION

The successful candidate will be based in the Foundation's Annapolis, Maryland office. Annapolis, the capital of Maryland, is considered the "Sailing Capital of the World" and is located 33 miles east of Washington, DC and 30 miles south east of Baltimore.

DIVERSITY AND INCLUSION

The United States Naval Academy is 100% committed to leading an organization where all are treated with dignity, respect, and afforded equal opportunity that allows everyone to reach their full potential without regard to race, color, religion, gender, disability, age, or national origin.

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 nominate a candidate, please contact Susan Faraone:
susanfaraone@aspenleadershipgroup.com.

All inquiries will be held in confidence.

