



**MAJOR GIFTS OFFICER/WEST COAST  
NATIONAL PARK FOUNDATION**

**Remote—West Coast**

<http://nationparks.org>



The Aspen Leadership Group is proud to partner with the National Park Foundation (NPF) in the search for Major Gifts Officer/West Coast.

The successful candidate will join a team of dedicated professionals who are working to surpass a publicly announced \$350 million goal for the *Centennial Campaign for America's National Parks* and build the overall fundraising capacity of the National Park Foundation.

The National Park Foundation is seeking a strategic, innovative, and proactive major giving professional to further enhance the fundraising capacity of the Philanthropy team. The Major Gifts Officer/West Coast will be a sophisticated, high-energy individual with a passion for the mission of the National Park Foundation. This position will work collaboratively to identify, cultivate, solicit, and steward major gifts of \$100,000 and above. The successful candidate will have demonstrated expertise in developing gift strategies, connecting donors to content, building key relationships, and closing gifts. The Major Gifts Officer/West Coast will personally manage and maintain a portfolio of high-level campaign prospects and will develop strong relationships that help maximize giving potential over time. Furthermore, the National Park Foundation's ongoing success with its *Centennial Campaign for America's National Parks* has significantly increased the number of new donors, creating an exceptional opportunity to transition annual donors into high-performing major giving donors.

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding the nation's heritage, and inspiring generations of national park enthusiasts. Chartered by Congress in 1967, the National Park Foundation is founded on a legacy that began more than a century ago, when private citizens from all walks of life took action to establish and protect our national parks.

As the only national nonprofit partner to the National Park Service, the National Park Foundation directly supports over 400 national parks by pursuing three distinct, yet interdependent, areas of focus: protecting America's national parks through critical conservation and preservation efforts; connecting all Americans with their incomparable natural landscapes, vibrant culture, rich history, and the transformative community work of the National Park Service; and inspiring lifelong engagement with the next generation of park stewards.

On August 25, 2016, the National Park Service turned 100 years old. The National Park Service and National Park Foundation, which celebrated its 50th anniversary in 2017, have been working closely with partners and stakeholders across the country to ensure that the Centennial is not only a birthday but also an opportunity for people everywhere to embrace the opportunities to explore, learn, and be inspired by the 417 national parks.

## **REPORTING RELATIONSHIPS**

The Major Gifts Officer/West Coast will report to the Vice President, Principal Gifts.

## **PRINCIPAL OPPORTUNITIES**

Join a team of dedicated professionals working to surpass by the end of 2018 the publicly announced \$350 million goal of the *Centennial Campaign for America's National Parks*. Help build the donor base and influence the infrastructure that ensures successful and sustainable fundraising beyond the *Campaign*. Work with inspired volunteer and staff leadership to successfully manage a portfolio of principal-gift-level donors and donor candidates.

## **PRIMARY RESPONSIBILITIES**

The Major Gifts Officer will

- actively manage a portfolio of 100+ high-level individual and family foundation prospects securing six-, and seven-figure gifts;
- work closely with the volunteer and leadership staff to assist in the identification, cultivation, solicitation, and stewardship of donors and donor candidates;
- develop and document cultivation and solicitation strategies and proposals;
- inspire donor candidates to make meaningful investments in parks through NPF and develop long-standing donor relationships;
- help build the major gift pipeline, identify innovative fundraising opportunities, and create engagement strategies that increase donor giving and retention for the *Campaign* and beyond;
- ensure that donors are acknowledged, recognized, and stewarded in timely and meaningful ways;
- provide timely, written reports on the outcomes of cultivation and solicitation activities, including follow up, contact reports, strategy updates, and additions/revisions to Raiser's Edge;
- embrace prospect-management procedures and protocols on coordinating cultivation and solicitation activities, calendaring plans, documenting strategies, reporting on results, and participating in regularly scheduled prospect-management meetings;
- meet or exceed annual financial and visit goals;
- travel extensively and consistently, participating in major and leadership gift prospect and donor related activities such as cultivation events and face-to-face visits; and
- perform other duties as assigned.

## KEY COLLEAGUES



**Will Shafroth**  
**President and CEO**

Will Shafroth joined the National Park Foundation as President and CEO in July of 2015. In this role, he oversees the Foundation's work, including its operations, philanthropic support through individual and foundation giving, corporate partnerships, and its promotion of the National Park Service Centennial celebration. Shafroth leads the Foundation's efforts toward the success of its mission to enrich America's national parks and programs by providing a measure of excellence made possible through private support.

The entirety of Shafroth's career stems from a deeply personal commitment to preserving America's public and private lands. He has more than three decades of experience working to advance conservation and outdoor recreation. In September 2013, Shafroth launched Red Sheep Consulting to support strategic philanthropy, aiding nonprofit leaders in achieving their goals, and assisting conservation groups in navigating the complexities of Washington, DC. Clients included the National Fish and Wildlife Foundation, America's Conservation PAC, Gates Family Foundation, and the Chesapeake Conservancy, among many others.

Prior to establishing Red Sheep Consulting, Shafroth served as Counselor to the Secretary of the Interior, Ken Salazar. In that role, he was responsible for developing and executing a 21st-century conservation and recreation agenda for America's land, water, and wildlife. His leadership on the President's America's Great Outdoors initiative focused significantly on reconnecting people to the outdoors.

Shafroth also served as principal deputy assistant secretary for Fish and Wildlife and Parks at the Department of the Interior. In that role, Shafroth worked closely with the National Park Service on a broad range of budget, policy, and program initiatives, represented Secretary Salazar on the board of the National Park Foundation, and served as acting commissioner of the National Parks of New York Harbor. Prior to his work at Interior, Shafroth served as executive director of the Great Outdoors Colorado Trust Fund and the Colorado Conservation Trust as well as chairman of the Land Trust Alliance and Resources Legacy Fund.

Shafroth received a Master of Public Administration degree from Harvard University's John F. Kennedy School of Government in 1991 and a Bachelor of Arts degree in Political Science and Environmental Studies from the University of California at Santa Barbara in 1980.

A fourth-generation Coloradan, Shafroth enjoys biking, hiking, fishing and canoeing, and plays competitive tennis and platform tennis. He is married and has three children.



**Lise Aangeenbrug**  
**Executive Vice President**

Lise Aangeenbrug joined the National Park Foundation as Executive Vice President in June 2016. In this position, she serves as "second in command" of NPF and plays a primary role in managing the organization and executing key functions related to fundraising efforts, including the \$350 million Centennial Campaign for America's National Parks, programs, partnerships, marketing and communications, and government relations.

She also spearheads NPF's strategic planning and public engagement strategies, particularly on engaging youth and underserved populations.

Previously, she served as Executive Director of the Great Outdoors Colorado Trust Fund (GOCO), a position she has held since January 2009. At GOCO, Aangeenbrug was responsible for the overall management and operation of the State of Colorado's constitutionally-chartered fund that benefits the state's rivers, trails, parks, and open spaces. Her experience includes working with a 17-member, Governor-appointed board, overseeing grant-making (\$400 million on her watch), managing a 20-member staff, fundraising, and governmental affairs. Before her arrival at GOCO, Aangeenbrug held a series of increasingly responsible positions in public and nonprofit organizations, including serving as a Presidential Management Fellow in the Department of the Interior, Office of the Secretary.

Aangeenbrug's passion around conservation, getting kids involved in outdoor activities, and connecting all people to open spaces aligns perfectly with the National Park Foundation's mission. She emerged as the top candidate from a pool of over 325 individuals who applied for the position. She was identified as having the experience, expertise, and personal skills most closely aligned with NPF's current needs.

Aangeenbrug holds a bachelor's degree from St. Lawrence University and a master's of Environmental Management from Yale University's School of Forestry and the Environment.



**Amelia (Ame) Hellman**  
**Senior Vice President, Philanthropy**

Hellman joined the NPF team in 2017 as the Senior Vice President, Philanthropy. She was previously with The Wilderness Society where she held the title of Vice President, Philanthropy. As Vice President of Philanthropy, Hellman led and developed a 26-member team and worked directly with the President to secure both principal and major gifts. During her tenure she also completed a successful Major/Principal Gift Leadership Initiative campaign, raising a total of \$40 million and doubling The Wilderness Society's major donor count in December 2016. Prior to working for TWF, Hellman worked for the World Wildlife Fund as the Senior Director of Development, Central East Regions.

As NPF's SVP, Philanthropy, Hellman serves as a key member of the senior leadership team, contributing to overall organizational strategies including the strategic plan. Her main accountability is to increase the number of individual, foundation, and corporate donor prospects in order to build a more robust donor pipeline of major gift donors. Hellman attended the University of Denver, College of Law where she received her Juris Doctor and the University of Colorado, Boulder, where she received a Bachelor of Arts in English.



**King Laughlin**  
**Vice President, Principal Gifts**

King Laughlin has worked in non-profit fundraising for the past 17 years, developing a broad experience and background in implementing capital campaigns for some of the nation's most treasured historic places. In 2008, he joined the National Park Foundation to lead the Foundation's capital campaign for the Flight 93 National Memorial—a \$45 million initiative to support the creation of a national memorial in Shanksville,

Pennsylvania. Since 2013, he has focused on the *Centennial of America's National Parks* and supporting a major giving program among individuals and foundations for a \$350 million capital campaign.

Prior to the Foundation, he worked as a Campaign Director for the Army Historical Foundation raising an initial \$20 million in funding toward a \$100 million campaign to build the National Museum of the United States Army at Fort Belvoir, Virginia. The museum recognizes the contributions to American history of the nation's oldest military service. Laughlin also worked at George Washington's Mount Vernon as the assistant director of development for an \$85 million capital campaign to add new educational facilities, programs, and endowment to the home and estate of America's first president.

Originally from Dallas, Texas, Laughlin attended undergraduate school at Washington & Lee University and graduate school at the University of Delaware. He lives in Alexandria, Virginia.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The ideal candidate for the position of Major Gifts Officer/West Coast should have

- a strong affinity for national parks with the ability to serve as a compelling ambassador for the National Park Foundation;
- proficiency and natural ability to take the National Park Foundation's complex subject matter and inspire funding;
- experience in and commitment to using computer-based donor relationship management systems (e.g., Raiser's Edge) in support of fundraising efforts;
- personal characteristics associated with successful fundraising professionals, including a vigorous work ethic, sound judgment, impeccable integrity, demonstrated initiative, appropriate professional appearance, intellectual curiosity, personal and professional stamina, and the temperament to work effectively and productively with colleagues, donors, volunteers, etc.;
- excellent interpersonal skills, including the ability to communicate effectively and concisely (both in writing and orally) with multiple audiences; listen as well as give advice; and respect others;
- strong planning and organizational skills;
- a positive, enthusiastic attitude, and proven success as a strong, diplomatic, and collegial colleague;
- demonstrated ability to manage multiple projects and deadlines;
- a broad knowledge of industry best practices, standard operating procedures, and new approaches to philanthropic giving;
- a proven track record of developing successful individual fundraising strategies that expand the base, grow revenue, and strengthen existing donor relationships;
- experience personally cultivating, soliciting, and stewarding gifts at the six-, seven-, and eight-figure level;
- experience managing a portfolio, working with donors and donor candidates, and securing principal gifts;
- demonstrated analytical and strategic fundraising skills with the ability to recognize short- and long- term opportunities;
- extensive experience working closely and naturally with senior leaders, high-level volunteers, and high-net-worth individuals;

- excellent donor, prospect, volunteer, and board communications/relations skills;
- prior experience working on a large-scale, national campaign for a complex organization; and
- ability to work independently and collaboratively within a team environment.

A bachelor's degree is required for this position as is eight years of demonstrated success in personally building philanthropic relationships with high-net worth individuals; working closely and productively with volunteer and senior staff leadership; and identifying, cultivating, soliciting, and closing leadership gifts. A master's or advanced degree is preferred.

### **SALARY & BENEFITS**

The National Park Foundation offers a competitive benefits and compensation package.

### **LOCATION**

Preference will be given to candidates who are located on the West Coast and are able to travel to Washington, DC to the National Park Foundation's office.

### **DIVERSITY AND INCLUSION**

The National Park Foundation is committed to fostering, cultivating, and preserving a culture of diversity and inclusion. The collective sum of the individual differences, life experiences, knowledge, innovation, self-expression, unique capabilities, and talent that NPF employees invest in their work represents a significant part of not only our culture, but its reputation and organizational achievement as well.

NPF provides equal employment opportunities to all people regardless of race, color, religion, sex, age, national origin, physical or mental disability, sexual orientation, veteran status, ancestry, marital status, pregnancy, childbirth or related medical conditions, or any other protected status as established by law.

In accordance with the Americans with Disabilities Act and other applicable laws, NPF is committed to providing equal opportunity to qualified individuals with disabilities who, despite such disabilities, can perform their jobs with or without reasonable accommodation. NPF will attempt to provide reasonable accommodation to employees and job applicants with known disabilities, to permit them to perform their jobs safely and efficiently.

### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. Review of applications will begin immediately and continue until the successful candidate has been selected.

*To nominate a candidate, please contact Anne Johnson:*  
[annejohnson@aspenleadershipgroup.com](mailto:annejohnson@aspenleadershipgroup.com).



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