



**CHIEF DEVELOPMENT OFFICER**

**GIRL SCOUTS OF THE USA**

**New York, New York**



The Aspen Leadership Group is proud to partner with Girls Scouts of the USA in the search for a Chief Development Officer.

The Chief Development Officer will be a strategic and visionary trailblazer who is passionate about building the culture of philanthropy for Girl Scouts, both within the organization and in its greater Girls Scouts Movement in support of its mission and vision. The Chief Development Officer will lead a primary revenue-generating community with diverse funding streams including adult and lifetime memberships, philanthropic giving, corporate partnerships, and foundation and government grants. The Chief Development Officer will provide professional leadership to staff and work closely with Council leaders, internal and external committees, advisory councils, donor societies, and member networks.

Charged with increasing the overall pool of donors, partners, and supporters, the Chief Development Officer will lead the design and implementation of a comprehensive fundraising and partnership plan that will ensure achievement of Fund Development teams annual and multi-year goals, in support of the Girl Scouts overall strategic plan. The Chief Development Officer will develop and lead an integrated national fundraising effort, creatively identifying potential new sources of support for Girls Scouts programs, research, public education, and organizational infrastructure, and will forge positive and collaborative relationships with GSUSA Councils, will spearhead collaborative GSUSA and Council efforts, and will serve as a lead relationship builder with Council staff on fund development. The Chief Development Officer will meet or exceed both personal and departmental revenue goals and strengthen the organization's overall fundraising capacity systematically and effectively. The Chief Development Officer will successfully manage a personal portfolio of donors and will provide required leadership and oversight to the SPNV team to meet the department's income goals.

Girl Scouts of the USA seeks out, explores, cultivates, and secures strategic philanthropic partnerships that significantly increase investment in girls through the Girl Scouts Movement. The investments its partners make are critical to fulfilling Girl Scouts' mission. GSUSA cultivates relationships through traditional philanthropy, corporate partners, government support, and through leveraging the brand for alternative revenue streams. It also leads the charge in identifying, engaging, and activating its more than 50 million alums. It stewards and leads on the activation of all funded national partnerships. It builds and encourages collaboration between Councils and GSUSA to leverage the Movement's existing and potential investors to further the transformational leadership experiences for girls.

## REPORTING RELATIONSHIPS

The Chief Development Officer will report to the Chief Executive Officer, Sofia Chang and will serve as a member of the Executive Team. The Chief Development Officer will oversee a team of 21.

## ABOUT GIRL SCOUTS OF THE USA

Founded in 1912, Girl Scouts of the USA is the preeminent leadership development organization for girls, with 2.5 million members—1.8 million girls and 800,000 adults. Girl Scouts is the leading authority on girls' healthy development, and builds girls of courage, confidence, and character who make the world a better place. Today, and spanning coast to coast and across the globe, Girl Scouts of the USA is the largest girl-focused organization in the United States and a household recognized brand. Many know the organization from its iconic Girl Scout Cookies (yes, they're delicious!), but Girl Scouts is so much more. As a mission-driven nonprofit organization, Girl Scouts of the USA has been championing girls as they discover their dreams and work together to change the world. From navigating a rocky hiking trail to advocating for climate justice, Girl Scouts of all backgrounds and abilities can be themselves unapologetically as they rise to meet new challenges and discover the issues that matter most to them. GSUSA describes themselves as a team of doers, innovators, problem-solvers, creators, and dreamers collaborating to support Girl Scouts in 111 local chapters and 152 countries and engaging 50 million alumni.

Everything Girl Scouts do builds their curiosity, kindness, and can-do spirit. The Girl Scout community means girls are building their self-confidence by making friends, finding adventure, giving back to their communities, gaining leadership skills, having fun, and earning awards for their achievements. Notably, Girl Scouts of the USA believes their programs should positively impact not girls, but their families too. That's why 91% of caregivers say Girl Scouts is welcoming to families of all kinds; 83% of families say Girl Scouts connects them to something bigger; and 8 in 10 families say they value being part of the larger troop community. Engagement with Girl Scouts USA means better academic, social, and leadership outcomes for girls and their networks.

Throughout 2020, the COVID-19 pandemic and racial injustice epidemic caused stress, loss, and grief for so many community members across the nation, but proudly and intentionally, Girl Scouts worked to make a difference. GSUSA engaged in community-centric activities such as supporting biomedical COVID-19 research, spreading messages of diversity, equity, and inclusion, printing face shields for frontline workers, organizing Black Lives Matter rallies, engaging with seniors during a time of heightened isolation, and bringing comfort to frontline workers through cookie donations. Also in 2021, Girl Scouts launched its new *Becoming Me* program and badge, which aims to help Girl Scouts become their best selves, inspired by themes from Michelle Obama's *Becoming: Adapted for Young Readers*. These activities and programs underscore GSUSA's commitment to supporting Girl Scouts as they learned to be creative, resilient, and face challenges head on, always finding ways to support their communities and make the world around them better.

## FROM THE CHIEF EXECUTIVE OFFICER

*At Girl Scouts, we are in our 110<sup>th</sup> year of bringing girls incredible experiences they can't get anywhere else—piloting exciting and cutting-edge new programming, scaling it effectively, and creating long-term impact for all our girls and the amazing volunteers who serve them. And as the new CEO, I am excited to work with our Executive Team, including our next Chief Development Officer, on reimagining the future in order to drive sustainable growth and relevance for the next 110 years.*

*As we forge ahead to continue delivering on our mission amid the immense reset brought about by the global pandemic, Girl Scouts of the USA is operating in a landscape of unprecedented opportunity for the girls and families we serve—and for us as an organization.*

*Leading GSUSA's Fund Development team, our next Chief Development Officer will be key to ensuring our mission's continued success by seizing those opportunities, in order to help our Movement thrive for generations to come. You will serve as a trusted partner who will help us transform Girl Scouts through the creation of a national development strategy that will explore, cultivate, and secure partnerships that significantly increase investments in girls. You and the team will cultivate relationships through traditional philanthropy, corporate partners, and government support.*

*I invite you to explore the incredible impact you can make as the next head of our philanthropy team and look forward to partnering with you as we transform this organization for the future.*

—Sofia Chang, Chief Executive Officer

### **GIRL SCOUTS OF THE USA'S COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND ANTI-RACISM**

Girl Scouts of the USA's goal is to be, and to be known as, a welcoming organization where every Girl Scout feels they belong—that Girl Scouts is for them. Regardless of race, religion, family income or cultural background, all Girl Scouts deserve to be part of a Movement that teaches valuable life skills and that sets them up for success throughout their lives.

Girl Scouts of the USA is working to become an anti-racist organization. Its anti-racism pledge reflects who it is: an organization that is rooted in values set forth in its [Girl Scout Law](#), including honesty, fairness, caring, courage, and respect for self and others. All of these are hallmarks of Girl Scouts' broader commitment to diversity, equity, inclusion, and racial justice. Girl Scouts of the USA builds girls of courage, confidence, and character who make the world a better place. Girl Scouts commits to taking action to support Black girls, their families, and their communities. It wants to reiterate to all girls, volunteers, alums, supporters, families, and staff that it does not tolerate racial injustice and it knows that Black Lives Matter.

Girl Scouts of the USA commits to doing all it can, using its collective power, to help create the change in its communities that is long overdue. It will do its part to dismantle systemic racism. It recognizes that this is far from easy or fast work, but Girl Scouts believes in sisterhood, justice, and fairness, so it is in it for the long haul. It takes action when it sees a need and it lives by its Girl Scout Law, which demands it seeks racial equity for everyone. Girl Scouts teaches girls to lead by example, and to that end, it is committed to doing the difficult work to become an anti-racist organization.

All girls' voices must be heard. Girl Scouts will provide all girls a place where they feel heard, and where they have the resources and support they need to raise their voices and change their corner of the world. It is asking for all Girl Scouts—girls, volunteers, alums, supporters, families, staff, and its suppliers and service providers—to commit to taking action to make the world a more equitable place.

## **PRIMARY RESPONSIBILITIES**

### **Fundraising, Membership, and Alum Relations**

The Chief Development Officer will

- oversee the development and activation of national funded partnerships related to corporate support, alum relations, lifetime membership, and other SPNV initiated projects;
- build a network of high-profile influencers and champions to build a pipeline of supporters and ambassadors for the Movement;
- engage influencers in fund development and partnership building activities, all with a DEI lens;
- act as key lead generator and key relationship builder for corporate partnerships, including sponsorships, branded entertainment, employee giving, and volunteer engagement initiatives;
- oversee national individual giving initiatives, including major giving, annual giving, and planned giving;
- serve as an ambassador for Girl Scouts internally and externally, through thought leadership, speaking engagements, and conference presentations; and
- oversee operations and donor relations including reporting, stewardship, database management, and financial accounting.

### **Planning**

The Chief Development Officer will

- design and implement a comprehensive strategy and plan for continued growth of strategic partnerships and contributed revenue through institutional giving (e.g., corporate partnerships, foundations, government funding), individual giving, planned giving, alum relations, and lifetime membership.

### **Management**

The Chief Development Officer will

- select, train, guide, and direct staff, taking corrective action as needed;
- develop fundraising performance metrics and provide expert advice, mentoring, and ongoing feedback to staff members to ensure their successful completion of goals and activities, all with a DEI lens;
- ensure cross functional collaboration and alignment with other Girl Scouts of the USA communities, including marketing, membership, program, and finance; and
- manage multiple national board responsibilities, including staffing the Philanthropy Committee and developing models of board engagement that leverage board networks and relationships in support of SPNV goals and priorities, all with a DEI lens.

### **Council Collaboration and Support**

The Chief Development Officer will

- develop, nurture, and grow a movement-wide program for GSUSA and Councils that will serve as an actual and potential source of gift giving and overall fundraising; and
- ensure a robust program for Council fundraising support and education, including National Philanthropy Dialogues and Regional Cohort initiatives.

## LEADERSHIP

### **Sofia Chang**

#### **Chief Executive Officer**

Sofia Chang joined Girl Scouts of the USA as Chief Executive Officer in 2022. Sofia is dedicated to enhancing Girl Scouts' ability to reach more girls and offer them the support and community they need to achieve their dreams. She is the mother of an active Girl Scout, a troop volunteer, a lifetime member, a member of the Juliette Gordon Low Society, and the first CEO of Asian American-Pacific Islander descent in the organization's 100-plus-year history.

Sofia's leadership has been built on her strategic vision, authenticity, and inclusiveness. Prior to joining GSUSA, she led robust global consumer businesses and brands in fast-paced industries responsible for revenues ranging from \$1B to \$12B. During her 20-year tenure at HBO (WarnerMedia), she led the successful digital transformation of several businesses and developed high-performing teams.

Sofia is strongly committed to advocating for women and diverse voices. She has served on the board of the Time Warner Foundation, was the executive sponsor of HBO's AAPI resource group, and was a member of HBO's diversity council. She continues to serve on the board of University of Pennsylvania's Professional Women's Alliance, which provides young alumnae with professional development and networking opportunities.

As CEO, Sofia brings her legacy of leadership and advocacy to advance Girl Scouts, the largest leadership organization for girls in the world, into its next chapter. A true champion for girls, she is focused on ensuring they have every opportunity to dream big, find their voices, and create an outsized impact in their communities and around the world.

## PREFERRED COMPETENCIES AND QUALIFICATIONS

Girl Scouts of the USA seeks a Chief Development Officer with

- a commitment to the mission of Girl Scouts of the USA—to build girls of courage, confidence, and character who make the world a better place;
- leadership, team management, and supervisory experience which includes leading a geographically dispersed team of over 20 individuals;
- an ability to develop a multi-year fundraising plan that includes a strategy that is well supported by analytics and business cases which lead to success;
- experience managing multi-channel fundraising programs in a complex environment;
- success in developing and funding program partnerships as well as cultivating and soliciting gifts with significant institutional impact;
- success in securing corporate, foundation, and government grant support;
- broad people management skills including project management, performance management, coaching, and staff development;
- an ability to establish and maintain collaborative relationships and partnerships across business and organizational lines;
- excellent interpersonal and communication skills for communicating compelling cases regarding the qualitative and quantitative benefits of investment with the Girls both internally and externally; and
- high-level customer service skills and experience relating to the contact and servicing of donors, Girl Scout Councils, external subject matter experts, and internal clients.

A bachelor's degree is required for this position as is at least 15 years of fundraising experience.

### SALARY & BENEFITS

Girl Scouts of the USA offers a competitive salary and comprehensive benefits including fully subsidized employee medical benefits, flexible work arrangements, 25 days of paid time off annually, Friday early office closures, and a paid 10-day year-end office closure. Girl Scouts of the USA was named one of *Mogul's Top 100 Workplaces with the Best Benefits*.

### LOCATION

Girl Scouts of the USA is headquartered in New York City. The Chief Development Officer may work remotely two days a week.

### APPLICATION INSTRUCTIONS

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

*To apply for this position, visit:*

*[Chief Development Officer, Girl Scouts of the USA.](#)*

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

*All inquiries will be held in confidence.*