

ASPEN • LEADERSHIP • GROUP

CHIEF DEVELOPMENT OFFICER

ALLEY CAT ALLIES

BETHESDA, MARYLAND

<http://alleycat.org>



The Aspen Leadership Group is proud to be working with Alley Cat Allies in the search for a Chief Development Officer.

Alley Cat Allies is the only national advocacy organization dedicated to the protection and humane treatment of cats. An engine for social change, Alley Cat Allies has transformed hundreds of communities across the country by mobilizing a grassroots movement that has put America's compassionate values at the forefront. Discovering that there is a significant disparity between the public's humane ethic and the operating policy of U.S. animal pounds and shelters, the organization has been instrumental in a paradigm shift whereby several city-wide programs are now models in saving cats' lives. Hundreds of new local ordinances and policies, and even a few state laws, now afford cats' lifetime protection and veterinary care.

Alley Cat Allies was the first organization to introduce and advocate for humane methods of feral cat care, particularly Trap-Neuter-Return, in the American animal protection community. By establishing and promoting standards of care, Alley Cat Allies has brought humane treatment of cats into the national spotlight, now embraced by major cities and animal protection organizations coast to coast. In 25 short years, the organization changed America to better understand and respect the lives of cats.

Cats are America's number one pet, but they are also the most likely to face death in the nation's animal pounds and shelters: more than 70 percent of cats who enter are killed there, including perfectly healthy cats. Becky Robinson is spearheading the movement to help shelters transform policies and implement humane programs to save cats' lives.

Today, more than 500,000 supporters look to Alley Cat Allies for leadership in the movement to protect cats' lives. Alley Cat Allies promotes humane, life-saving policies for cats in communities all over America and works towards a world that values the lives of all animals. Alley Cat Allies' two decades of experience in grassroots organizing, hands-on activism, and education has empowered policymakers, veterinarians, nonprofit and volunteer groups, activists, and caregivers nationwide with the tools and knowledge to practice, teach, and advocate for humane care for cats in their own communities. From a headquarters in Bethesda, Maryland, Alley Cat Allies' staff of 35 provides the national voice for cats and the millions of Americans who value cats' lives.

REPORTING RELATIONSHIPS

The Chief Development Officer reports to the President and Founder, Becky Robinson and works closely with the Chief Financial Officer, Charlene Pedrolie.

PRINCIPAL OPPORTUNITIES

In its first 25 years, Alley Cat Allies has built an extraordinarily large and loyal donor base, numbering over 120,000 donors. The new Chief Development Officer will have an opportunity to design and implement major, planned, and other giving programs on top of this exceptionally strong foundation. The potential for growth in fundraising is clear and exciting, and the CDO will bring experience in leading a major gift program and in providing strategic thought partnership to senior colleagues involved in board building. This individual will be collaborative in nature, building on the strengths of the existing development staff members who are already experienced in raising significant funds through a robust annual giving program.

ABOUT ALLEY CAT ALLIES

Alley Cat Allies' mission is to transform and develop communities to protect and improve the lives of cats. Alley Cat Allies is committed to advocating for an end to the killing of cats, leading the movement for change, and protecting the lives of cats—and the people who care for them.

Alley Cat Allies is the only national advocacy organization dedicated to the protection and humane treatment of cats. Alley Cat Allies has charted a course set on animal control and shelter industry reform and humane treatment by

- mobilizing and educating the public and leading the national movement to end the killing of cats and to protect and improve their lives;
- creating educational tools and supporting the efforts of, and acting as the national voice for, millions of individuals and groups across the United States who provide humane care for stray and feral cats;
- advocating for full transparency including for pounds and shelters to keep public records of animal intake and kill rates, for public and mandatory government oversight, and for increased pound and shelter accountability; and
- drafting ordinances and laws and directly advising municipal governments and law-makers to pass and implement humane programs to meet the values of their constituents.

Alley Cat Allies was founded in 1990 by two women who recognized that cats' needs were not being met by the animal control and shelter system. They realized that when well-meaning citizens call pounds and shelters about cats, especially those living outside, their only response is in most communities, to "round them up" and kill them.

Alley Cat Allies developed educational materials and wrote step-by-step instructions on the care and protection of stray and feral cats. Alley Cat Allies also introduced the practice of spaying and neutering entire colonies with Trap-Neuter-Return in the United States.

Since then, Alley Cat Allies has led the growing and thriving movement for the protection of cats and continues to educate the public about the lives of cats.

Today, Alley Cat Allies has earned the support of more than 500,000 donors, caregivers, animal lovers, and activists who share its dedication to protect all cats—pet, community, stray, and feral. And, the movement is expanding to other countries. People of conscience everywhere are seeking to abolish outdated and cruel policies and procedures that result in the deaths of millions of cats annually.

Alley Cat Allies has helped tens of thousands of individuals save and improve the lives of millions of cats and kittens. Alley Cat Allies has also motivated and assisted scores of grassroots activists to establish groups in their communities, and they in turn have mobilized and pushed for reform of their city's animal control policies and procedures. Veterinary professionals, humane organizations, animal control agencies, and animal shelters frequently turn to Alley Cat Allies for guidance and information in their efforts to transform their practices and develop humane programs and policies for cats.

PRIMARY RESPONSIBILITIES

The Chief Development Officer will

- protect and grow the organization's loyal supporter base which is 99% of the revenue annually via direct marketing;
- skillfully and artfully become the manager and grow the development department team by identifying needed skills and supporting and energizing the enthusiastic, devoted team members;
- become the primary contact for the organization and oversee the fundraising firm that is responsible for direct mail, e-appeals, solicitation, quarterly newsletter and more;
- build Alley Cat Allies' fundraising programs by creating and filling major donor gift officer and planned giving officer positions, two critical pieces to immediate and future expected growth;
- be the chief philanthropic strategist for Alley Cat Allies, working closely with the President, senior management team, and volunteers in the creation, articulation, and implementation of fundraising goals and objectives;
- be a skilled leader who has a deep and functional knowledge of and commitment to the mission of Alley Cat Allies and the communities that it serves;
- direct all fundraising activities of Alley Cat Allies, including but not limited to: individual giving, institutional giving, corporate relations, donor events, campaign planning, and development resources;

- maximize contributed revenue by creating and implementing operating plans and identifying opportunities that maintain, increase, and diversify fundraising;
- develop, cultivate, and nurture deep and lasting relationships and partnerships with key constituents in order to maximize philanthropic engagement;
- develop, oversee, and analyze systems, policies, and procedures designed to maximize effectiveness and efficiency of development activities;
- recruit, mentor, and retain high-performing staff;
- integrate the development function and staff institution-wide;
- act as an effective ambassador for Alley Cat Allies at public events locally, regionally, and nationally; and
- work with the President and her senior team to position Alley Cat Allies in competitive contexts including developing and disseminating key messages through multiple platforms about Alley Cat Allies' ambitions and priorities in order to build engagement and secure support.

KEY COLLEAGUES



Becky Robinson
President and Founder

Becky Robinson is President and Founder of Alley Cat Allies. With more than half a million supporters, Alley Cat Allies is the nation's only advocacy organization and recognized authority on cats. Alley Cat Allies leads the movement to protect and improve the lives of all domestic cats.

Under Robinson's leadership, and based on years of hands-on investigation and expertise, Alley Cat Allies has changed the landscape in the U.S. for cats and for grassroots advocacy. By first developing best practices for Trap-Neuter-Return (TNR) for cats in the U.S., that are still in place today, the organization is accomplished and known for its local government effectiveness.

Robinson continues to lead cutting-edge teams that redefine animal protection advocacy. The organization is successful because Robinson embraces working with grassroots, designing hands-on cat care programs, and excelling at negotiations with policy-makers. In the early days, Robinson recognized the need for veterinary services for cats so that caregivers could bring multiple cats at a time for treatment. She launched three spay/neuter clinics in the Washington, D.C. area that lead to turning shelters into life-saving institutions.

Alley Cat Allies is leading a national change in how communities view and treat outdoor cats. Since Robinson started advocating for the practice of TNR in the U.S. 25 years ago, two states—Illinois and Utah—and the District of Columbia have adopted TNR-friendly laws, and more than 500 local governments have ordinances allowing or endorsing TNR. Alley Cat Allies has demonstrated that Trap-Neuter-Return (TNR) is sound and effective in every landscape.

Robinson is a presenter at conferences in the U.S. and abroad.

Robinson holds an M.A. in Public Administration from the University of Missouri-Kansas City and a B.A. in Social Work from Bethany College. She lives with her husband and five cats in Arlington, Va., where they care for a cat colony.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Chief Development Officer will

- be an effective and supportive manager;
- be an independent, creative thinker with exceptional critical reasoning skills who brings forth innovative ideas and creates strategies to realize and implement those ideas;
- be an engaged thought-partner to the President and Chief Financial Officer;
- have a proven track record in meeting and exceeding goals;
- have a demonstrated record of building a strong and high-performing development team;
- be experienced serving as a mentor to staff;
- have extensive experience collaborating, inspiring, and supporting colleagues;
- be an enthusiastic part of a culture of hard workers who appreciate humor and lightheartedness to balance the demands of driving social change;
- have an entrepreneurial spirit as well as the ability to identify successful models that can be adapted to Alley Cat Allies;
- have the ability to actively engage the constituency that the Alley Cat Allies serves—to build philanthropic and constituent support;
- be a consensus builder and a strong communicator with the ability to bring multiple constituencies together;
- have knowledge of and experience in implementing best practices in philanthropy as well as knowledge of current and emerging fundraising approaches that will broaden the base of philanthropic support and engage new constituencies;
- have a demonstrated record of creating diverse and inventive opportunities for support;
- have experience working with volunteers;
- have an ability to work on multiple projects concurrently; and
- have a passion for and commitment to protecting and improving the lives of cats by educating caregivers, advocates, and cat lovers across the nation and advocating for policies in the best interests of cats.

A Bachelor's Degree is required for this position as is a minimum of four years of development experience. Seven or more years of experience are preferred.

SALARY & BENEFITS

This position offers an excellent and highly competitive benefits and compensation package.

LOCATION

This position is located in Bethesda, Maryland, just northwest of Washington, D.C.

APPLICATION DEADLINE

Before sending your résumé for this position, please read it over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, contact Anne Johnson: annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.