

# ASPEN • LEADERSHIP • GROUP

## **CAMPAIGN DIRECTOR AND SENIOR CONSULTANT**

**ORR ASSOCIATES, INC. (OAI)**

**Washington, DC or New York, NY**

<http://www.oai-usa.com>



**ORR ASSOCIATES, INC.**

The Aspen Leadership Group, sharing a deep commitment to philanthropy, is proud to partner with Orr Associates, Inc. (OAI) in the search for a Campaign Director and Senior Consultant. The successful candidate will be a seasoned and energetic fundraising professional with background and expertise in campaign management.

The Campaign Director's principal responsibility will be managing a national \$200M campaign for a well-known nonprofit organization over a four-year period. The Campaign Director will drive team strategies and serve as the principal liaison with the client. The successful candidate will provide expertise and draw upon best practices in the area of campaign management, leadership development, and volunteer management.

In addition, as a member of the OAI team, the successful candidate will serve as a senior consultant, building upon the existing campaign management services, identifying new client opportunities, and providing expertise and best practices to the OAI team in order to grow this important service area.

OAI is a national leader in fundraising and development consulting. OAI focuses on campaign and annual fundraising strategy, planning, and implementation. Drawing on more than 24 years of experience working exclusively with nonprofit organizations, OAI has helped more than 600 clients raise hundreds of millions of dollars for their causes.

Philanthropic support must be a core element of any nonprofit's business model, and OAI takes a strategic approach in working with its clients to build a culture which leads to increased funding and greater impact for the organization. OAI believes that any successful relationship is built on trust, communication, and understanding. OAI takes the time to learn about the unique challenges, successes, goals, and dreams of the organizations it serves and works as a partner with its clients to achieve those goals and dreams.

## **REPORTING RELATIONSHIPS**

The Campaign Director and Senior Consultant will have a dual reporting relationship, responsible to the Development Director of the National Organization, and to Kathleen Loehr, Senior Consultant for OAI.

## **PRINCIPAL OPPORTUNITIES**

This is a unique position for a seasoned fundraiser who is looking to have a significant impact on multiple organizations.

As an OAI team member, the successful candidate will focus on leading a campaign on behalf of a recognized national and international charitable organization in the area of Human Services. The organizational structure of the campaign will be complex and challenging with an opportunity to work at national, regional, and local levels. This campaign will be transformational for this organization by increasing the base of support that provides critical support to over 4 million individuals worldwide.

This successful candidate will also serve as a senior consultant for a successful, highly functional, and well-respected full-service consulting firm (OAI). The collaborative team approach of OAI, its hands-on methodology, and the entrepreneurial nature of its work create an exciting blend of opportunities and significant impact.

## **PRIMARY RESPONSIBILITIES**

- Lead a nine figure campaign. Success will require leveraging current leadership and fundraising across the national organization:
  - Build a collaborative campaign platform (internal processes, procedures, roles, responsibility, and strategic donor practices) across many affiliates of the national organization;
  - Guide leaders across the system in the best practices of collaborative moves management strategy with high net worth prospects; and
  - Provide inspiration, education, and practical tools to engage key internal stakeholders in the campaign.
    - Help lead regular meetings with a cross-organizational leadership working group to maximize alignment and participation in the campaign.
- Lead the phasing of the campaign, scaling as needed across four years, to achieve the goal.
- Help recruit and lead cultivation of the National Campaign Committee, and the National Advisory Board:
  - Guide the recruitment and support of regional volunteer campaign committees.
- Build a major donor pipeline, cultivate, and solicit high net worth individuals, foundations, leadership at Fortune 500 companies, and C-suite executives;
- Communicate effectively and transparently with a wide variety of audiences, including board members, staff, donors, and outside advisors;

- Work closely with the development leadership of the National Organization and the OAI team for this campaign, holding weekly calls, guiding the alignment of work between and across teams;
- Establish best practices and procedures in campaign management services and train OAI team members working on these services;
- Work with OAI Management Team to identify, cultivate, and secure new clients for the Campaign Management service line at OAI;
- Provide expertise to clients at OAI in the areas of campaign management, leadership development, and committee management;
- Devise and implement strategies for OAI clients in the following areas: development activities (campaigns, major gifts, board fundraising, corporate giving, foundation grants, planned giving, direct mail, event-based fundraising), marketing, and communications;
- Oversee day-to-day operations and fulfillment of contracted projects;
- Manage project teams and coordinate project work for others;
- Serve as a mentor and coach to team members;
- Discover solutions and employ new and innovative ideas for clients; and
- Manage independent contractors, as necessary.

#### KEY COLLEAGUES



**Stephen K. Orr**  
**Managing Partner**

Steve Orr is the Managing Partner and founder of OAI along with Carol Orr. Steve and Carol have established OAI as a national leader in nonprofit partnership over the past 23 years, and have led the continuing evolving strategy of the firm to address the needs of the nonprofit sector. Prior to founding the company, Steve was an investment banker at Goldman Sachs, having spent 12 years in finance. Steve brings a business orientation to problem solving, a metrics focus, and an outcomes-driven perspective to nonprofit work.

Steve regularly works with senior executives from many of the large financial firms, including private equity, hedge funds, investment banks, and large corporations including pharmaceuticals, entertainment and media companies, think tanks, and dozens of other Fortune 500 companies. OAI has relationships globally and has offices in New York City and Washington, DC. Steve's entrepreneurial approach to philanthropy has been shaped by experiences with passionate leaders, and uses corporate measurement and accountability techniques.

OAI specializes in helping nonprofits build and maintain strong relationships with key leadership and donors so as to uniquely become an embedded and valued partner with nonprofits. Under Steve and Carol's leadership, OAI has attracted a talented and experienced staff and has invested in creating a company culture that retains these knowledgeable professionals.



**Kathleen E. Loehr**  
**Senior Consultant**

Kathleen E. Loehr joined OAI in April 2012 bringing with her a three-decade career in the nonprofit sector that includes leadership within the fields of childcare, fundraising, disaster fundraising, women's philanthropy, international non-governmental organizations, and nonprofit effectiveness. Her fundraising background includes leading the development for the American Red Cross, Save the Children, the International Crisis Group, and key departments at Cornell University. She is an expert with raising funds across complex large organizations, as well as designing successful fundraising for local community needs.

Kathleen has led all types of fundraising: direct response, corporate, foundation, and individual giving. She is also an expert master leadership coach, giving her the ability to understand what is preventing individuals or teams from achieving their revenue goals. She helps design targeted leadership practices that can bring forward new sustained behaviors to produce the required changes. The combination of her consulting with coaching can result in 85 percent more successful outcomes in relationships, strategy, dollars raised, processes and communication.

### **CANDIDATE QUALIFICATIONS**

The successful Campaign Director and Senior Consultant will have

- a proven track record of meeting and exceeding fundraising goals;
- strong capital and/or endowment campaign management experience on nine figure campaigns;
- experience on large complex campaigns in an affiliated or university setting;
- ten or more years of direct experience successfully soliciting individual, major, corporate, and foundation donors for six to nine figure gifts;
- experience managing well-known, high net worth campaign committees, campaign co-chairs, and leading foundations;
- presence, confidence, and poise working with major philanthropists and leaders in the fields of politics, finance, technology, and business as well as national and regional foundations;
- knowledge of "best practices" in fundraising and campaign management;
- ability to work with many different personalities—excellent interpersonal skills;
- excellent verbal and written communication—attention to detail and strong editing skills;
- significant experience leading and managing staff or project teams, and meeting established goals;
- experience in creating and working with departmental budgets;
- desire to succeed in a dynamic, demanding, self-driven atmosphere;
- an entrepreneurial spirit;
- ability to analyze and synthesize information; and
- ability to travel frequently.

A Bachelor's degree is required for this position as is 15-20 years of professional non-profit sector experience in development and campaign management. A Master's degree in a related field is preferred.

### **BENEFITS**

This position offers a highly competitive salary, commensurate with experience, and an extensive benefits package including retirement plans, healthcare, paid time off, and profit sharing plans.

### **LOCATION**

This position may be based out of OAI's Washington, DC or New York City office.

### **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 Shelley Semmler: [shelleysemmler@aspenleadershipgroup.com](mailto:shelleysemmler@aspenleadershipgroup.com).*

*All inquiries will be held in confidence.*