

ASPEN • LEADERSHIP • GROUP

VICE PRESIDENT FOR DEVELOPMENT AND CITIZEN ENGAGEMENT

SPIRIT OF AMERICA

Los Angeles, CA

<http://www.spiritofamerica.net>



The Aspen Leadership Group is proud to partner with Spirit of America in the search for a Vice President for Development and Citizen Engagement. Reporting to the Founder and CEO and serving as a member of Spirit of America's senior executive team, the Vice President will lead and expand Spirit of America's fundraising programs, marketing, communications, and citizen engagement.

Spirit of America (SoA) is funded entirely by private contributions from individuals, foundations, and businesses. SoA has raised more than \$22 million in donations from more than 17,000 individual donors. Donors may earmark their donations to specific projects, and 100% of their gift will be used for the direct project expenses they specify. Since Spirit of America's founding, 81% of the organization's expenditures have gone to project expenses.

The Vice President for Development and Citizen Engagement will build upon this strong and stable core of fundraising. The VP will leverage SoA's success in philanthropic partnerships, engaging a larger number of philanthropists in service to the organization's international humanitarian mission through investment in Spirit of America's proven approaches and exciting plans for growth.

Spirit of America supports the safety and success of Americans serving abroad and the local people and partners they seek to help. It provides private assistance in direct response to needs identified by American military and civilian personnel, adding the agility, innovation, and resources of the American private sector to the capabilities of the US government and military in support of US missions abroad.

This support makes US troops and diplomats safer and more successful in their missions and helps local people suffering from conflict and extremism who are often not reached by large-scale aid programs. Spirit of America provides the American people a way to understand, connect with, and support the vital work of US personnel serving abroad.

REPORTING RELATIONSHIPS

The Vice President for Development and Citizen Engagement reports to the Founder and CEO and will work closely with leadership institution-wide including Spirit of America's board members.

PRINCIPAL OPPORTUNITIES

With a proven track record of success in its programs and in its fundraising, with major national media attention, and with tremendous opportunity and demand for increased programmatic contributions around the world, Spirit of America's Founder and CEO, other leadership team members, and board leaders are ready and eager to welcome a senior, sophisticated, entrepreneurial colleague, with expertise in fundraising and passion for Spirit of America's mission, to partner with them in expanding SoA's impact. Working with a Founder and CEO who loves fundraising, and building upon a variety of strong and growing revenue streams, the Vice President will establish a world-class development and citizen engagement program capable of tapping much more of SoA's fundraising potential on a sustained basis. The Vice President has the opportunity to have a significant and lasting impact on Spirit of America, and in doing so, on the country and on our nation's relationships and positive impact across the globe.

PRIMARY RESPONSIBILITIES

The Vice President for Development and Citizen Engagement is the senior fundraising officer for Spirit of America and is responsible for all donor and supporter-facing activities including grassroots and online fundraising, major gift fundraising, communications, social media and public relations, and marketing. The Vice President will ensure excellence in cultivation, solicitation, and stewardship of SoA's individual, corporate, and foundation donors and prospective donors.

The successful candidate will

1. create a development and citizen engagement plan that addresses short-term and long-term needs and aspirations of Spirit of America and maximizes the philanthropic engagement of board members and other donors;
2. identify, recruit, retain, and inspire a high-performing staff, and coordinate activities of consultants as appropriate;
3. expand the individual, corporate, and foundation prospect pool for the organization.
4. design and drive, working with the leadership at all levels, clear strategies that support and advance cultivation and solicitation activity at all giving levels;
5. create powerful case statements for support and proposals that inspire investment and engagement;
6. work closely with the Founder and CEO, guiding and ensuring maximum effectiveness of his investment of time in development and communications activity;
7. build and maintain excellent relationships with major donors, and between major donors and other organizational leaders;
8. design and implement policies and processes required for excellence in fundraising, informing policies and processes in other parts of the organization that support the fundraising program;

9. foster an environment that incorporates both a creative, entrepreneurial spirit and a sophisticated approach to development and engagement informed by experience and best practice; and
10. engage and inspire colleagues and board members.

SPIRIT OF AMERICA

Spirit of America's mission is to support the safety and success of Americans serving abroad and the local people and partners they seek to help.

Founded in response to the attacks of 9/11, Spirit of America has pioneered a groundbreaking new model of providing private assistance in support of US national security objectives. SoA integrates free enterprise principles and entrepreneurial approaches into US missions abroad. *In an unprecedented partnership with the US military*, Spirit of America is the first privately-funded 501c3 ever to have personnel working side-by-side with deployed US military teams.

SoA field personnel, all US military veterans, work alongside American troops, filling needs US personnel identify. This is a new model of providing private assistance in support of America's security, leadership, and influence that General (Ret.) Stanley McChrystal calls "an innovation important to our country's future." Spirit of America supports the initiative, problem-solving, and mission success of US military personnel similar to the way venture capitalists support the initiative and success of entrepreneurs.

Spirit of America has supported US missions in 34 different countries. For example, in Afghanistan, SoA provided metal detectors used by Afghan security forces to detect roadside bombs, thus saving the lives and limbs of US military personnel. In Mauritania, SoA provided the experts, funding, training, and equipment to help local men go into business as veterinarians to improve livestock health in remote villages. In Guyana, SoA provided computers, school supplies, and a business grant to help a Special Operations team confront a growing Islamic extremist threat.

Each Spirit of America project directly supports the success of US missions abroad. But SoA's impact is much greater than the sum of our projects. Spirit of America is institutionalizing private-sector speed, flexibility, and innovation in US missions abroad, coupling the entrepreneurialism of the private sector to the reach of the public sector.

SoA has established a proven model of operation, trusted relationships with all levels of the US military, and legal approvals and operating agreements with military commands. The infrastructure required to scale SoA is in place: thousands of US personnel are already deployed and are working on tough security problems. Spirit of America builds on and leverages investments already being made by the US government.

Spirit of America's core beliefs are the foundation of what the organization does, and how and why it does it:

- Most people want a better life. America's ideals and leadership are central to achieving these hopes and aspirations. To that end, America can and must do better.

- The world is interconnected and rapidly-changing. The challenges faced require approaches that reflect that world: flexible, decentralized, networked, and collaborative.
- The relationships and partnerships that America builds abroad generate the goodwill, trust, and support that are vital to America's well-being and security.
- The best results are achieved by supporting the initiative and abilities of those closest to a problem.
- Americans want to help. The American people and private sector are vastly underutilized partners in America's missions abroad.
- Meeting the challenges to security, peace, and prosperity requires all of America's strengths.

Some see Spirit of America as a way to support troops and diplomats and help them be safer and more successful in their mission. Others see SoA as a way to help directly people who have suffered from repression, conflict, and war. And others see Spirit of America as a way to improve the position and image of America in the world and advance freedom and peace. *Spirit of America is all those things.*

Spirit of America in the News:

[New York Times](#)

[NPR](#)

[Wall Street Journal](#)

[CBS News](#)

KEY COLLEAGUES



Jim Hake, Founder and CEO, founded Spirit of America in 2003. Earlier, in 2000 and 2001, as the founder and CEO of BigButtons, Jim was named a "Technology Pioneer" by the World Economic Forum at its annual meetings in Davos, Switzerland. BigButtons technology was a predecessor to today's mobile phone and tablet apps.

Jim is a Member of the Council on Foreign Relations and an Honorary Member of the US Army Civil Affairs Regiment. He has lectured on entrepreneurship at Dartmouth's Tuck School of Business, the SMU Cox School of Business, and USC's Annenberg School for Communication. He has given talks at the TED Conference, the Aspen Institute, the Bush School of Government and Public Service at Texas A&M, and the Fletcher School at Tufts University. Jim received a BA and graduated with distinction in Economics from Dartmouth College. He earned an MBA from the Stanford University Graduate School of Business.

To learn more about Jim Hake, visit:

[TED Talk](#)

[Bloomberg Interview](#)



Isaac Eagan, Field Operations Manager, joined the Spirit of America team as a Field Representative in January 2012. He spent most of the rest of that year working with Special Operations and conventional forces in southern Afghanistan. Since his return from that assignment, he has taken over management of Spirit of America's field operations worldwide.

Originally from South Carolina, Isaac is a veteran of the Army National Guard with two tours in Iraq. After his last deployment during the Surge, he served as the OEF/OIF Coordinator for the Department of Veterans Affairs Regional Office in Milwaukee, Wisconsin.

Isaac earned his master's degree in International Public Affairs at the University of Wisconsin, during which time he interned with the State Department at the U.S. Embassy in Tirana, Albania. Following those studies, he participated in the State Department's Critical Language Scholarship program in Arabic in Amman, Jordan.



Peggy Findley, Director of Finance and Administration, came on board Spirit of America in July, 2004, inspired to join this intensely motivated group of people working so tirelessly to make a difference. She oversees all accounting and business office functions and provides analysis and information to the Management Team. Prior to Spirit of America, Peggy worked as an Accounting & Human Resource Manager for a mid size publishing company in Los Angeles.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Vice President for Development and Citizen Engagement will possess

- passion for Spirit of America's mission;
- seven or more years of progressively responsible and successful experience in fundraising, ideally with some campaign-related experiences, in a nonprofit setting;
- precision and facility with language; strong writing, editing, and speaking skills;
- ability to work both independently and collaboratively; proven skills in building cooperation, consensus, and enthusiastic engagement;
- a track record of success in an entrepreneurial environment;
- demonstrated ability to serve as a strategic thought partner to the Founder and CEO and to other organizational leaders;
- management and/or volunteer experience with a nonprofit governing board; and
- the confidence, sophistication, and poise required for successful engagement with major policy leaders, business leaders, and leading philanthropists, and demonstrated success in engagement of six- and seven-figure donors.

Travel is required to build a broader network of support nationwide, as is off-hour participation in events and other activities.

A bachelor's degree is required and an advanced degree is preferred. Strong candidates will have ten or more years of professional experience.

BENEFITS

This position offers a competitive compensation and benefits package.

LOCATION

Spirit of America is located in Los Angeles, California, the second most populous city in the United States. Los Angeles is a global city, a center of business, international trade, entertainment, culture, media, fashion, science, sports, technology, education, medicine, and research and has been ranked sixth in the Global Cities Index and 9th Global Economic Power Index. Los Angeles is home to people from more than 140 countries speaking 224 different identified languages.

The city is home to renowned institutions covering a broad range of professional and cultural fields and is one of the most substantial economic engines within the United States. The Los Angeles combined statistical area (CSA) has a gross metropolitan product (GMP) of \$831 billion (as of 2008), making it the third largest in the world, after the Greater Tokyo and New York metropolitan areas.

The city has been called the "creative capital of the world." Nearly 20% of the city's population works in a creative industry. Los Angeles is the home of several major league professional sports teams.

There are three public universities located within the city limits: California State University, Los Angeles (CSULA), California State University, Northridge (CSUN), and University of California, Los Angeles (UCLA), as well as over twenty private universities and colleges.

In addition, Los Angeles offers unlimited outdoor activities due to its diverse terrain (coastal, mountain, and desert) and daily average temperature of 75 degrees with only 35 days of precipitation a year.

APPLICATION DEADLINE

Before sending your resume 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, please contact Ron Schiller: ronschiller@aspenleadershipgroup.com

All inquiries will be held in confidence.