

# ASPEN • LEADERSHIP • GROUP

DIRECTOR OF DEVELOPMENT  
THIRD WAY  
Washington, DC  
[www.thirdway.org](http://www.thirdway.org)



The Aspen Leadership Group is proud to partner with Third Way in the search for a Director of Development. Reporting to the President and CEO and serving as a member of Third Way's senior executive team, the Director of Development will lead and expand Third Way's fundraising programs.

Third Way has a dedicated, influential, and generous board. In close partnership with the President and CEO and other senior colleagues, the Director of Development will build upon this strong and stable core of support. The Director will leverage ten years of success in philanthropic partnership, engaging a larger number of philanthropists in service to society through investment in Third Way's proven approaches and exciting plans for growth.

Third Way represents Americans in the "vital center"—those who believe in pragmatic solutions and principled compromise. The mission of Third Way is to advance moderate policy and political ideas. Its agenda includes: a series of grand economic bargains; a new approach to the climate crisis; progress on social issues like immigration reform and marriage for gay couples; tighter gun safety laws; and a credible alternative to neoconservative security policy. The organization is built around policy teams that create high-impact written products and innovative trainings to influence today's debates.

## **REPORTING RELATIONSHIPS**

The Director of Development reports to the President and CEO of Third Way and will work closely with leadership institution-wide including Third Way's board members. The President and CEO enjoys and is deeply engaged in fundraising efforts.

## **PRIMARY RESPONSIBILITIES**

The Director of Development is the senior fundraising officer for the institution. The Director will ensure excellence in cultivation, solicitation, and stewardship of Third Way's individual and foundation donors and prospective donors. He/she will work closely with the organization's leadership, including board members. In collaboration with other Third Way leaders, the Director will create powerful cases for support, and the Director will emerge as a senior ambassador and spokesperson of Third Way.

The successful candidate will:

1. Create a development plan that addresses short-term and long-term needs and aspirations of Third Way and maximizes the philanthropic engagement of board members and other donors.
2. Expand the individual and foundation prospect pool for the organization.
3. Design and drive, working with the leadership at all levels, clear strategies that support and advance cultivation and solicitation activity at the major and leadership gift levels.
4. Create powerful case statements for support and proposals that inspire investment.
5. Work closely with the President and CEO, guiding and ensuring maximum effectiveness of his investment of time in development activity.
6. Build and maintain excellent relationships with major donors, and between major donors and other organizational leaders.
7. 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.
8. Foster an environment that incorporates both a creative, entrepreneurial spirit and a sophisticated approach to development informed by experience and best practice.
9. Engage and inspire colleagues and board members.

## **ABOUT THIRD WAY**

Third Way believes that America is best led from the center. Third Way is comprised of Democrats and Independents who share the conviction that government plays an essential role in keeping its promises—for equal opportunity, individual liberty, stewardship of its resources, and lasting security. But Third Way also believes that the nation's public policies must regularly be reimagined if its ideals are going to be fulfilled.

That conviction makes Third Way highly allergic to the orthodoxies of both the left and right. Third Way does not readily fit into the confines of the standard ideological boxes. That means the organization is passionately moderate on economic, energy, and education issues, unabashedly forward-thinking on social policy, avowedly internationalist on national security.

The 21<sup>st</sup> century is bringing head-spinning changes—the “post-everything” world is flat, complicated, fast, and diverse. It is full of both immense promise and peril, and it will reward fresh, forward-looking leadership. But national politics seem rooted in the past, often amounting to nothing more than re-hashing of old debates and outdated ideas.

This dysfunction in Washington serves to maintain the status quo—leaving the nation unprepared to meet the defining challenge of the times: making the global information era work for the United States, not against it. The innovation, dynamism, and modernization needed from the political system to meet that challenge have simply not kept pace:

- Once, prosperity—for America and most Americans—could be taken for granted. Now, new ideas are needed for job-creation, expanding exports, shifting spending from entitlements to public investment, re-thinking higher education, and making the tax code competitive.
- Once, the K-12 education system was the envy of the world. Now, the nation is struggling to compete in a knowledge economy, with a teaching profession—the linchpin to providing equal opportunity and mobility—that hasn’t been reformed in generations.
- Once, the nation’s energy was largely shipped in and burned freely. Now, the U.S. is a fossil fuel powerhouse while simultaneously facing a global climate crisis, and new policies are needed that can reconcile those two opposing forces.
- Once, the United States stood atop the globe as a super-power. Now, ever-more complex security threats are faced, but the nation’s defense systems are still fitted to a Cold War age.
- And though some hot-button social issues have been addressed, new and pressing questions remain, on immigration, gun safety, and LGBT equality.

Third Way’s role in these debates is to serve as a centrist counterweight to the forces of polarization and ideological rigidity—forces that serve only to preserve the status quo. Third Way’s job is straightforward but not easy: Third Way ponders, develops and then offers paradigm-busting policies and narratives; Third Way finds creative and strategic ways to make them politically salient; and then Third Way works relentlessly to promote them to policymakers.

Third Way’s policy teams create high-impact written products, trainings, and issue campaigns that are designed to move the needle. And Third Way has designed and collected a set of innovative thinking tools to help think outside the box—and then to rethink the box itself.

Sometimes, the aim is for the short-term, with highly practical work ripped from today’s headlines. Other times, a long view is taken, pushing beyond what is currently considered possible. With that work, Third Way is helping to catalyze policy conversations that lie over the horizon, creating space for new ideas to blossom. But in all instances, the organization strives to live up to the words one commentator used to describe Third Way: “the think tank of the future.”

Since its founding in January of 2005, Third Way has never lost sight of its animating purpose, the cause that binds staff and Board: to passionately and persuasively represent Americans in the “vital center”—those who value pragmatic solutions and principled compromise over polarization, who intuitively reject the false or simplistic choices too frequently offered by both sides, but whose voices are too often drowned out in Washington.

It is a mission that guides and inspires Third Way, and it is one to which the organization remains deeply committed.

### **JONATHAN COWAN, PRESIDENT AND CEO**



For three decades, Jon has challenged outdated thinking across the U.S. political system, advocated fresh approaches to intractable problems, and consistently led an internal insurrection against the obsolete notions of his own Democratic Party. Jon channels that same sense of mission into Third Way, which has had, on issues ranging from health care to entitlement reform to same-sex marriage to climate change, a significant impact on America’s political debate, influencing strategy and legislation from Capitol Hill to the White House.

He has pursued the same orthodoxy-busting with passion as Chief of Staff for the Department of Housing and Urban Development under Secretary, now New York Governor, Andrew Cuomo; as the founder of Americans for Gun Safety, which fought the NRA to strengthen sensible gun laws; and as the co-founder of Lead . . . or Leave, which became America’s largest Generation X advocacy group.

A former Visiting Fellow at Harvard University’s Institute of Politics and author of *Revolution X*, Jon is a former equestrian, current distance runner, and frequent media contributor who is known for occasionally going on week-long silent Buddhist meditation retreats.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The successful candidate for the position of Director of Development will possess

- knowledge of and passion for Third Way’s mission;
- seven or more years of progressively responsible and successful experience in fundraising 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;
- demonstrated ability to serve as a strategic thought partner to the 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.

Occasional travel is required to build a broader network of support outside the Washington DC area, 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 competitive compensation and benefits.

### **LOCATION**

Third Way is located in Washington, D.C. The District ranks among the top three most educated cities in the United States and first in the number of residents with advanced degrees (26.9%). Washington, D.C. has been cited as the most literate city in the nation. The city possesses an abundance of entertainment and recreational options, an ethnically and culturally diverse population, and a culture of innovation and productivity. In 2014, Washington, D.C. topped Forbes Magazine's list of "Coolest Cities in America."

### **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, please contact Ron Schiller: [ronschiller@aspenleadershipgroup.com](mailto:ronschiller@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*