

# ASPEN • LEADERSHIP • GROUP

## SENIOR DIRECTOR OF PHILANTHROPY, NEW YORK CITY HUMANE SOCIETY OF THE UNITED STATES

New York, New York

<http://humanesociety.org>



The Aspen Leadership Group is proud to partner with the Humane Society of the United States in the search for a Senior Director of Philanthropy, New York City.

The Senior Director of Philanthropy, New York City will advance the work of the Humane Society of the United States (HSUS) by identifying, cultivating, and soliciting major gifts (\$25,000 and above) in support of priority campaigns and program initiatives. The Senior Director of Philanthropy, New York City will be equipped and prepared to articulate the vision, mission, and goals of the HSUS and the practical expression of the mission to prospective HSUS donors. The successful candidate will engage prospective donors in key programs and initiatives, articulating the opportunities and impact of their financial investments and work directly with volunteer and executive leadership, regional and state directors, program and campaign representatives to enlist support for donor cultivation and solicitation strategies.

The Humane Society of the United States is the nation's largest and most effective animal protection organization. The Humane Society and its affiliates provide direct care to more than 100,000 animals each year—more than any other animal welfare organization—through sanctuaries, veterinary programs, and emergency shelters and rescues. The Humane Society works to professionalize the field of animal care with its education and training programs.

The Humane Society is the leading animal advocacy organization, seeking a humane world for people and animals alike. The Humane Society confronts the largest national and international problems facing animals, which local shelters don't have the reach or the resources to take on, such as animal fighting, puppy mills, horse slaughter and soring, seal killing and other forms of commercial slaughter of marine mammals, captive hunting and the wildlife trade, and inhumane slaughter and factory farming.

While the Humane Society comes to the aid of animals in crisis, they also attack the root causes of problems. The Humane Society's most important goal is to prevent animals from getting into situations of distress in the first place. The Humane Society drives transformational change for animals—bringing a wide set of tools to take on the biggest fights, confronting multibillion dollar industries and staying the course until reform is achieved.

The Humane Society takes a mainstream approach and combats the most severe forms of cruelty and abuse. Leaders in the humane movement ranked the Humane Society as the most effective animal organization in the country, in a survey conducted by Guidestar's Philanthropedia. The Humane Society is approved by the Better Business Bureau's Wise Giving Alliance for all 20 standards for charity accountability and was named by Worth Magazine as one of the 10 most fiscally responsible charities.

## REPORTING RELATIONSHIPS

The Senior Director of Philanthropy, New York City reports to the Deputy Director, Philanthropy Department.

## PRIMARY RESPONSIBILITIES

The Senior Director of Philanthropy, New York City will

- manage a portfolio of 300 major gift prospects at the \$25,000 and above level in the New York City area using a Moves Management framework;
- plan and implement major donor cultivation and solicitation strategies to secure funding for institutional priorities and to reach annual budgeted goals;
- conduct 120 personal donor visits annually to develop positive and purposeful relationships with major donors and prospects;
- engage volunteer and executive leadership, program and campaign representatives in major gift fundraising activities, strategically using natural partners in the cultivation and solicitation of major gifts;
- work with the Deputy Director, Philanthropy Department to develop an annual plan of major gift solicitations and to develop and evaluate fundraising strategies for top prospects and donors;
- maintain donor data and contacts in the donor database to ensure complete and accurate information on the donor/prospect and the relationship with HSUS;
- collaborate with the Philanthropy staff and across the organization to build and sustain a productive and successful major gift fundraising culture;
- maintain advanced knowledge and understanding of development techniques and fundraising best practices to interact capably with donors and their advisors on charitable gifts; and
- support the mission and philosophy of HSUS and maintain a working knowledge of priority campaigns and programs, as well as relevant local and regional initiatives.

## KEY COLLEAGUES



**Betsy Liley**  
**Chief Development Officer**

Betsy Liley is Chief Development Officer of The Humane Society of the United States, Humane Society International and its affiliates. Betsy directs all fundraising, communications, and marketing for the organization, which is among the top 150 nonprofits in the US. Betsy has been a fundraiser in K-12 education, higher education, and for three national nonprofits. She was an assistant vice president at Purdue University; led principal and major gifts fundraising for Planned Parenthood Federation of America and the Planned Parenthood Action Fund; and led institutional giving for NPR. Betsy has served on the boards of many nonprofits for more than 25 years. Betsy has been a member of the Humane Society of the United States for 20 years.



**Steven H. Maughan**  
**Senior Director of Planned Gifts and Estates**

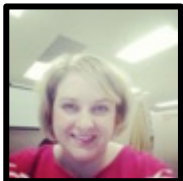
Steven H. Maughan is the senior director of planned gifts and estates for the Humane Society of the United States where he provides the strategic vision for HSUS's planned giving program as well as its national and international affiliates. Steve's prior nonprofit work includes leading the national planned giving program for Oxfam America and the Northern New England planned giving program for the American Cancer Society. Steve also has more

than 20 years' experience in the financial services business where he was employed in various investment sales positions in San Francisco and Los Angeles with Morgan Stanley, Charles Schwab, and a privately held options strategy firm.



**Toni L. Condon**  
**Deputy Director, Philanthropy Department**

Toni L. Condon has about 20 years of experience in development and fundraising management with an emphasis on major gifts. She is the deputy director of the philanthropy department at The Humane Society of the United States and is responsible for managing a team of regional front-line fundraisers across the country to secure major gifts. Toni previously led fundraising for a college and an arts museum in Maryland; worked in major gifts fundraising at Johns Hopkins and began her career in fundraising in corporate and foundation grants program at the National Aquarium in Baltimore. She previously served on the AFP Maryland Board.



**Emily Courville**  
**Director of Data Analysis**

Emily Courville, director of data analysis at The Humane Society, spent her early years working on theatrical sets for various regional theaters in New England. More recently, it has been data sets for Target Analysis Group/Target Analytics, a division of Blackbaud and then at OMP Direct. Emily's love for data and analysis and cats has led to her new position at The Humane Society where she strives to integrate data into the fundraising and marketing decisions.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The ideal candidate for the position of Senior Director of Philanthropy, New York City will have

- demonstrated experience engaging and building relationships with highly rated prospects and donors;
- ability to communicate the HSUS mission and programs in ways that excite and motivate prospects and donors;
- exceptional talent for building and sustaining relationships, both externally and internally, and for driving results;
- excellent verbal and written communication skills necessary to tailor messages to various audiences and to be an effective representative for HSUS; and
- ability to travel regularly and be available evening and weekend hours consistent with a front-line fundraising role.

Seven to ten years of Development experience with proven success in securing major gifts at the five- and six-figure level is required for this position, as is a Bachelor's degree.

### **SALARY & BENEFITS**

The Humane Society of the United States offers an excellent and competitive benefits and compensation package.

### **LOCATION**

This position is located in New York City.

### **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 Anne Johnson: [annejohnson@aspenleadershipgroup.com](mailto:annejohnson@aspenleadershipgroup.com).*

*All inquiries will be held in confidence.*