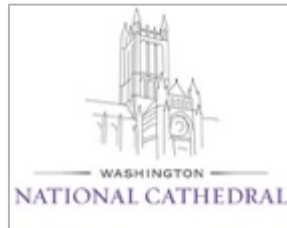


ASPEN • LEADERSHIP • GROUP

**DIRECTOR OF DEVELOPMENT
WASHINGTON NATIONAL CATHEDRAL**
Washington, DC
<http://cathedral.org>



The Aspen Leadership Group is proud to partner with the Washington National Cathedral in the search for a Director of Development.

The Director of Development is responsible for providing direction and strategic vision for all aspects of the Cathedral's development activities. As a member of the Cathedral's senior leadership team, the Director of Development will provide key support to the Provost and Dean in achieving the Cathedral's fundraising goals. The Director of Development will also assist in maintaining active relationships with the Chapter and internal/external constituencies in advancing the Cathedral's mission to serve as a spiritual home for the nation.

The Director of Development leads a staff of development professionals. The Director's primary responsibility is to launch initiatives to identify and cultivate new potential donors to the Cathedral while maintaining and strengthening ties to existing donors already giving at the five- to seven-figure level. Working in close collaboration with the Provost and senior leadership, the Director of Development will assist in efforts to enhance institutional image and public awareness, and strengthen internal and external relationships to benefit the Cathedral.

Washington National Cathedral was established to hold a special role in the nation's life and continues to answer that call. As it does so, it commits to the ancient vision, fervently proclaimed by Jesus in the Gospels, of a building open to all who seek a place of prayer and barred to no particular religious tradition or sect. It fills the role in the United States of the great cathedral churches of Europe in providing a center at which the public might convene and an anchor for the many communities that grow alongside it.

The name of the Cathedral as an organization, Washington National Cathedral, is also deeply significant. Early in its history, calls to construct the building cited the need for a Washington Cathedral as well as a National Cathedral: the "church for National purposes" sketched into the famous L'Enfant Plan for the District of Columbia as well as a center of faith for the City of Washington and the diocese. The Cathedral continues to acknowledge and honor its place in these multiple spheres.

Since the celebrated moment in 1907 when workmen laid the foundation stone of Washington National Cathedral, the majestic structure has played a vital role in the nation's history. The Cathedral has long served as a grand spiritual center where Americans unite to worship and pray, mourn the passing of world leaders, and confront the pressing moral and social issues of the day.

REPORTING RELATIONSHIPS

The Director of Development will report to the Cathedral Provost.

WASHINGTON NATIONAL CATHEDRAL'S STRATEGIC PLAN

In 2010, Washington National Cathedral embarked with urgency on an effort to discern the possible contours for its second century as a prominent center for faith in the nation's capital and charted the first steps toward long-term financial sustainability. Those intensive processes resulted in a visionary and practical document in the summer of 2011, the Cathedral's first *Strategic Plan*, which guided the operational activities of this historic organization for the subsequent three years.

That plan was revised in 2014 to be reflective of certain trends in American religious and social life that should play a more central role in Washington National Cathedral's life and ministry. This new *Strategic Plan* takes the organization into 2017 and offers a more focused consideration of the issues touched on in the first plan. The mission statement of the Cathedral has been opened and the vision statement made clearer, reconciling the institution's extraordinary power and potential with its current abilities and needs. The term "ministries" replaces "goals" in order to acknowledge the Cathedral's long history and current success in offering key resources to the nation. The term "goals" now refers to aspects of the ministries that the Cathedral seeks to develop or uphold.

The objectives that support the goals are listed in the order that they might occur on a timeline, given the right level of resources. Among the objectives, there are three that rise up as strategic priorities.

They are as follows:

- Revenue and Sustainability—building up fundraising efforts, coordination, and results; enhancing the visitor experience and the way visitors contribute to the Cathedral; and finding new, repeatable revenue streams among the activities that the Cathedral already knows well.
- Programs—continuing to grow activities honoring and supporting veterans; working on and implementing a plan for the Cathedral College as a concept and as the central programming facility; and expanding the use of the Cathedral as a venue for the arts.
- Congregation—increasing their participation in and support of the Cathedral's daily life; increasing the size of the congregation; and increasing their overall involvement in outreach opportunities.

This strategic plan is designed to help the Cathedral meet demographic changes of the future and the evolving needs for sacred space. This plan celebrates the many vital aspects of the Cathedral's life and work and the much-needed, irreplaceable treasure that Washington National Cathedral is: a resource called to live out its mission for centuries to come.

Read the full Strategic Plan here: [Washington National Cathedral Strategic Plan FY2015-2017](#)

PRIMARY RESPONSIBILITIES

The Director of Development will

- guide and support the Provost and Dean in their roles as the Cathedral's chief fundraisers, serving as a co-strategist in cultivating and soliciting transformative gifts;
- ensure that the Provost and Dean are well-briefed, and that their time is well-spent and productive;
- support Chapter members, senior staff, and other volunteers involved in development activities;

- assess the strategy and tactics already in place and build on those strategies to advance the Cathedral's mission;
- provide the highest level of support to the Chapter and volunteer leadership for their activities on behalf of the Cathedral;
- ensure that the volunteer experience is meaningful, productive and enjoyable, and that Chapter members' intellectual and emotional connection to the Cathedral, and to each other, is strengthened;
- ensure that the process of identifying and cultivating major donor prospects results in deeper relationships and steady progress toward gift closings;
- continue to identify opportunities to increase the Cathedral's endowment in order to support a larger physical operation, greater community involvement, a robust musical experience, and thriving worship programs;
- represent the Cathedral as needed at meetings of civic, funding, government, professional, and community groups, and organizations; and
- perform other duties as assigned.

KEY COLLEAGUES



Rev. Canon Jan Naylor Cope
Provost

The Rev. Canon Jan Naylor Cope was appointed provost of Washington National Cathedral by Bishop Mariann Edgar Budde and Dean Gary Hall in April 2015. As provost, Canon Cope oversees the Cathedral's development department, assists the dean in identifying, cultivating and soliciting major donors and works closely with the Cathedral's leadership on its strategic vision, ministry and mission.

Canon Cope was called as vicar of Washington National Cathedral in late September 2010 following a national search. In this senior position, Canon Cope served as the leader of the Cathedral worshipping community and represented Dean Hall in his absence. In addition to leading the continued development and growth of the Cathedral Congregation, which grew by more than 500 members during her tenure, Canon Cope oversaw comprehensive programs in community life, Christian formation, outreach, pastoral care, stewardship, hospitality, congregational worship, and leadership in the larger Cathedral community.

Formerly associate rector at St. David's Church in Northwest DC, Canon Cope also served as a key lay leader at St. John's Church, Lafayette Square, prior to ordained ministry, holding the positions of senior warden, junior warden, and chair of the search committee for a new rector. Professionally, her strong executive and interpersonal skills have been developed in key positions including her service as deputy director of presidential personnel in the White House. Following that tenure, she was president of a nationally recognized executive search firm, the J. Naylor Cope Company.

Canon Cope graduated *summa cum laude* from Wesley Theological Seminary, and holds a Doctor of Ministry degree from Virginia Theological Seminary. Her doctoral work included a concentrated study of young adult ministry culminating in her thesis, *A Budding Young Adult Ministry: Tending God's Garden at Washington National Cathedral*. She represents the Diocese of Washington as a member of the diocesan Resolutions Committee and as an elected clerical deputy to the Episcopal Church General Convention, 2012 and 2015. Canon Cope will give the keynote address at the 48th Triennial Meeting of the Episcopal Church Women at the 2015 General Convention of the Episcopal Church. Her Anglican Communion involvement includes serving as First Vice President of the Compass Rose Society Board, an international

outreach organization, which seeks to support the ministry of the Archbishop of Canterbury and the Anglican Communion. With her husband, John, she has led pilgrimages to the Holy Land and Greece and has participated in mission trips to Honduras, the Holy Land, Cyprus, Malawi, and South Africa. She is also a former member of the Board of Trustees of the Washington Theological Consortium, the Board of Trustees of the Protestant Episcopal Cathedral Foundation, and the Mayor's Interfaith Council. Canon Cope currently serves on the Board of Governors of Wesley Theological Seminary, and she is a contributing meditation writer for *The Bible Challenge*, a Forward Movement publication.



Robert Sokol
Chief Operating Officer

Robert Sokol joined the National Cathedral in November 2010 to lead a strategic planning effort, beginning with new mission and vision statements. This work concluded with the adoption of a plan and creation of an implementation roadmap to see strategic priorities realized. He has since completed the second edition of the Strategic Plan, spanning 2014-17.

As Chief Operating Officer, he assists the Dean in developing policy and streamlining operations across the organization. Over his four years with the Cathedral, his principle areas of focus have been enhancing the visitor experience, building a café, improving Close-wide relations, renovating the College, establishing the Veterans Initiative, and working on the financial health of the organization.

Sokol comes to the Cathedral from the Library of Congress. He began his 12 years there as the Creative Director for the Librarian of Congress and left as the Senior Advisor to the Chief Operating Officer. Sokol's education in US–Chinese political-economic relations was completed at Seattle University and Nanjing University, China. He lives in Washington, DC, with his wife and their two sons.



Kevin Eckstrom
Chief Communications Officer

Kevin Eckstrom joined Washington National Cathedral in 2015 as Chief Communications Officer. His principal portfolio includes all internal and external Cathedral communications, including the award-winning *Cathedral Age* magazine, advertising, video and photography, and media relations. As a member of the Cathedral senior staff, he works with the Dean to develop programs to build audiences and awareness for the Cathedral.

Eckstrom comes to the Cathedral after 15 years at Religion News Service. During his nine years as editor-in-chief, RNS was named Best News Service by the Associated Church Press six times. He holds degrees from George Washington University and the Columbia University Graduate School of Journalism. He lives in Washington, DC, with his husband and twin sons, and is a member of Episcopal Church of the Redeemer in Glen Echo, Maryland.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Director of Development will have

- a deep appreciation for the history, achievements, and aspirations of the Cathedral, and the ability to effectively articulate the mission of the National Cathedral to a wide range of audiences;

- an appreciation of the Cathedral's Episcopal and Anglican tradition and character, and a willingness to engage in the religious and communal life of the Cathedral;
- in-depth of knowledge in all key areas of development, including major and planned giving, capital campaigns, annual giving, corporate and foundation giving, and special events;
- an ability to engage in a sophisticated way with high-level religious and civic leaders with a keen appreciation for religious communities;
- strong management skills, both strategic and operational, and a demonstrated ability to build, manage, mentor, and motivate an effective and collegial team, providing strong support and opportunities for growth and professional development;
- proven ability to solicit and secure gifts at the five- to seven-figure levels;
- intellectual depth, a commitment to the Episcopal/Anglican tradition, excellent interpersonal judgment, maturity, wisdom, and collaborative skills to work effectively with the Cathedral's Provost, Dean, Chapter, staff, and other constituents;
- superior communication skills; clarity, crispness, and excellence in written and oral presentation;
- understanding and affirmation of the ethical and legal standards that adhere in fundraising;
- knowledge of the use of integrated information and fundraising software systems in support of development activities;
- experience with Raiser's Edge;
- a sharp eye for operational efficiency and optimal use of resources;
- the ability to plan and manage revenue and expenditure budgets;
- a personal understanding of and/or commitment to Episcopal ideals and culture;
- ability and willingness to travel as necessary to meet essential initiatives; and
- energy, integrity, and a sense of humor.

At least ten years of development experience including leading a comprehensive development program and a Bachelor's degree are required for this position; a Master's degree is preferred. Certified Fund Raising Executive status is a plus as is experience and success in capital campaigns.

SALARY & BENEFITS

Washington National Cathedral offers an excellent and competitive benefits and compensation package.

LOCATION

This position is located in Washington, DC.

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.

All inquiries will be held in confidence.