

ASPEN LEADERSHIP GROUP

SENIOR DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS

[WOMEN'S CONGRESSIONAL POLICY INSTITUTE](#)

HYBRID LOCATION – METRO DC



WOMEN'S
CONGRESSIONAL
POLICY INSTITUTE

Aspen Leadership Group is proud to partner with Women's Congressional Policy Institute in the search for a Senior Director of Development and Communications.

The Senior Director of Development and Communications will design and implement a comprehensive development strategy for foundation, corporate, annual giving, and major gifts. The Senior Director will develop and direct efforts to expand individual giving, curating and managing a major gifts portfolio that includes compelling strategies and timelines for the identification, cultivation, solicitation, and stewardship of annual and major gift from individuals. The Senior Director will develop and oversee a communication strategy that aligns with and furthers the organization's development strategy as well as oversee all development operations and systems including but not limited to donor database, gifts processing, gift acceptance policies, etc. The Senior Director will partner with the President to ensure that the board is supported in its fundraising activities.

The Women's Congressional Policy Institute (WCPI) is a nonpartisan public policy organization whose mission is to bring together a community of bipartisan women policymakers and trusted partners to advance issues of importance to women, develop the next generation of women leaders, and foster a more effective and representative democracy. WCPI was established in 1995 after the House of Representatives voted to eliminate the staff and funding for all caucus organizations, including the Congressional Caucus for Women's Issues. It fills a critical role in the policy and advocacy community. As a nonprofit, it does not lobby or take positions on legislation or policy.

While not formally affiliated with the bipartisan Women's Caucus, for nearly 30 years WCPI has worked to strengthen and expand the capacity of the Caucus through its briefings and meetings for women Members of Congress and their staff, with the aim to bring them closer together across party lines and to encourage bipartisan policy priorities to advance issues of interest to women and families. These include women's health, international issues, 21st century workforce development issues, as well as events to strengthen relationships among women. Its congressional briefings are free and open to the public. WCPI also produces *Weekly Legislative Update*, which is a free publication that provides information about legislative actions affecting women and their families.

More recently, WCPI has been working to build and expand the pipeline of young women leaders through its congressional fellowship program, internship program, and special events. The "Joint Session" program is a bicameral, bipartisan program for women chiefs of staff, committee staff directors, and senior leadership staff that provides opportunities for networking and professional development among senior women leaders on Capitol Hill. These efforts are contributing to improving the functioning of Congress as an institution.

REPORTING RELATIONSHIPS

The Senior Director of Development and Communications will report to the President, Cindy Hall. The Senior Director of Development and Communications will oversee a Communications/Development Associate.

FROM THE PRESIDENT

The Women’s Congressional Policy Institute is unique. We truly are bipartisan in every aspect of our work, and diversity, equity, and inclusion are baked into our DNA—this has been true for decades, not just in the past few years. If you take the time to review our programs, you will see it reflected throughout our work.

We work closely with the bipartisan Women’s Caucus in Congress, which is an extremely diverse organization that includes all women Members of Congress across the ideological spectrum. At this time of such division in Congress, we offer hope for a different future.

Our work with the women Members of Congress focuses on areas where policy agreement is possible and is driven by their priorities—we do not follow our own agenda, but rather encourage them to develop their own. We also work to encourage them to develop relationships across party lines in the hope of expanding successful policy collaborations and a more civil discourse. Our work with the women chiefs of staff and committee staff directors in Congress also is intended to expand bipartisan and bicameral relationships, as well as to provide support for senior women staff who still are in the minority in those jobs. Our policy briefings always include a diverse group of panelists—broadly defined to encompass many views as well as a wide range of voices, with a focus on underrepresented communities of women and girls.

Our fellowship and intern programs are intended to provide a pathway to public policy for young women, particularly those who might not have the opportunity otherwise. Many of our former fellows remain on Capitol Hill in permanent policy jobs after their fellowships. We have worked to develop a robust former fellows’ community, and it is one that could and should be expanded further to help fund fellowships in the future.

The decision to seek a Senior Director of Development and Communications is driven by the clear potential for a robust individual giving program. For many years, WCPI has focused on corporate and labor contributions and foundation grants for its revenue support. Individual giving was all but ignored until a few years ago when we began an effort focused on our former fellowship community. Our fellowship program was inherited from another women’s organization ten years ago—the program is 43 years old. Since we began this effort, we have significantly expanded the number of former fellows contributing to the fellowship program. However, we have a long way to go to reach the potential giving from this group. We also have done very little beyond this one group, and we believe the potential is almost limitless—for example, we have done almost no outreach beyond Washington, DC. I am seeking a partner with the development and communications experience and motivation to develop and direct this effort, as well as to expand our foundation outreach, which has been limited as well.

I believe this opportunity is an exciting one and I look forward to working with the new Senior Director of Development and Communications to move our mission forward in the coming years.

—Cindy Hall, President

WOMEN'S CONGRESSIONAL POLICY INSTITUTE'S GUIDING PRINCIPLES

Women's Congressional Policy Institute is committed to core values that, along with its mission, guide its work and shape the culture of the organization. It is committed to bipartisanship. Encouraging policy priorities that span the partisan divide helps it foster solutions important to all women. It is committed to cultivating women's leadership. While a record number of women currently serve in Congress, there remains a dearth of women in leadership positions in the public policy arena. WCPI seeks to empower women to lead on Capitol Hill and in public policy. It is committed to representative democracy.

Through its programs, it is working to build a democracy that is more effective and brings more women and women of color into policy discussions. WCPI is committed to promoting diversity, equity, and inclusion. Its Board of Directors, staff, programs, and events reflect its goal to empower voices that often are underrepresented in public policy dialogues and create a culture of mutual respect and shared success. It is committed to being a trusted resource, and as a trusted source of reliable and credible information, WCPI has a proven track record of bringing women policymakers together across party lines.

PRIMARY RESPONSIBILITIES

The Senior Director of Development and Communications will

- create and implement a comprehensive development strategy and plan for individual, foundation, corporate, and planned giving;
- establish and meet annual fundraising goals and update strategies based on the evaluation of results;
- design and implement annual giving campaigns, including setting and achieving ambitious goals for renewals, upgrades, and acquisitions;
- build and manage a major gifts portfolio of approximately 75 donors and prospects, including developing specific strategies and timelines for identification, cultivation, solicitation, and stewardship;
- oversee all development operations and systems including but not limited to donor database, gifts processing, gift acceptance policies, etc.;
- maintain an annual donor and donor prospect visit schedule that maximizes face-to-face and virtual engagement;
- develop and implement a series of meaningful stewardship activities for individual donors;
- develop and oversee communication strategy, ensuring alignment with the development strategy; and
- ensure that the board is well-supported in its fundraising role, collaborating with the President and Development Committee on fundraising activities and major gifts solicitations.

LEADERSHIP

Cindy Hall President

Cindy Hall has served as President of the Women's Congressional Policy Institute since January 1999. WCPI is a nonprofit, nonpartisan public policy organization whose mission is to bring together a community of bipartisan women policymakers and trusted partners to advance issues of importance to women, develop the next generation of women leaders, and foster a more effective and representative democracy.

Prior to her current position, Cindy worked on Capitol Hill for more than 17 years for four Members of Congress, including 12 years for Ambassador and former Rep. Connie Morella. During her Hill service, she focused on women's health, and budget, tax, and appropriations issues.

Cindy received the Keystone Award in Women's Health Research from the Office of Research on Women's Health at the National Institutes of Health, and last year received Organon's second annual women's health award. She authored "The Congressional Caucus for Women's Issues at 25: Challenges and Opportunities," in *The American Woman 2003-2004*, and edited and contributed chapters to comprehensive women's health reports published by WCPI.

Cindy received her Bachelor of Arts in political science from Colgate University. She is married and has an adult son and two grandsons.

Mary-Lacey Reuther
Chair, Board of Directors

Mary-Lacey Reuther is the Head of North America Policy, Advocacy and Government Affairs (PAGA) for CSL Behring. Mary-Lacey is responsible for leading the team that develops and implements the North America strategic public policy advocacy priorities to support the CSL Behring commercialized therapeutic areas, pipeline therapies, and plasma operations. This entails public policy impact analysis, direct interactions with governmental entities, and third-party stakeholder engagement.

Mary-Lacey has worked in health care policy for over 25 years. Her previous roles include establishing the government affairs function for Acadia Pharmaceuticals and leading the federal affairs function at Astellas Pharmaceuticals. Prior to this she was a Vice President at a leading Washington, DC lobbying firm, and she worked at several life science trade associations. Mary-Lacey is most proud of her U.S. government service where she served as the Special Assistant to Dr. Mark McClellan during his tenures as both the Food and Drug Administration (FDA) Commissioner and Centers for Medicare and Medicaid Services (CMS) Administrator.

Mary-Lacey earned a Bachelor of Science in Communications from the University of Tennessee in Knoxville, TN. She lives in the Washington, DC area with her husband, Bill, and their three children.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Women's Congressional Policy Institute seeks a Senior Director of Development and Communications with

- a commitment to the mission of Women's Congressional Policy Institute—to bring together a community of bipartisan women policymakers and trusted partners to advance issues of importance to women, develop the next generation of women leaders, and foster a more effective and representative democracy;
- comprehensive knowledge of fundraising principles including personal fundraising solicitation, strategic donor acquisition, annual giving, major and planned giving, foundation and corporate giving, capital campaigns, and moves management;
- experience in all stages of a successful major gift, foundation, and/or corporate sponsorship program from cultivation through solicitation and stewardship;
- experience building fundraising programs including developing individual giving pipelines, implementing fundraising best practices, and nurturing a culture of philanthropy across an institution;
- experience soliciting and closing major gifts and identifying and stewarding long-term relationships with donors;
- an ability to partner with senior leadership and board members on solicitations;

- exceptional communication and presentation skills, both spoken and written, sufficient to articulate WCPI's mission in a passionate, clear, and compelling manner to all stakeholders;
- an ability to represent WCPI professionally and to work with a wide range of constituents;
- an ability to motivate, direct, and manage staff and interns;
- an ability to thrive as a team player while juggling many priorities in a fast-paced environment; and
- proficiency with donor databases, preferably Bloomerang and Microsoft Office Suite.

A bachelor's degree or an equivalent combination of education and experience and at least five years of fundraising or external relations experience is preferred for this position, as is Capitol Hill experience. Women's Congressional Policy Institute will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to WCPI, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

SALARY AND BENEFITS

The salary range for this position is \$110,000 to \$130,000 annually. Women's Congressional Policy Institute offers a comprehensive package of benefits.

LOCATION

The Senior Director of Development and Communications should have the ability to be on-site in Washington, DC as needed, two to three days per week.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Women's Congressional Policy Institute as well as the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Senior Director of Development and Communications, Women's Congressional Policy Institute.](#)

To nominate a candidate, please contact Clare McCully, claremccully@aspingleadershipgroup.com.

All inquiries will be held in confidence.