



SENIOR VICE PRESIDENT AND CHIEF DEVELOPMENT OFFICER

[AARP FOUNDATION](#)

WASHINGTON, DC



Aspen Leadership Group is proud to partner with AARP Foundation in the search for a Senior Vice President and Chief Development Officer.

The Senior Vice President and Chief Development Officer will lead all development and fundraising efforts on behalf of the AARP enterprise, including AARP, AARP Foundation, and all other charitable affiliates. The Senior Vice President and Chief Development Officer will develop a vision for, and ensure the organization executes, strategies that increase the organization's sustainability including growth from contributions, sponsorships, grants both public and private, life income gifts, and other planned or deferred commitments. The Senior Vice President and Chief Development Officer will oversee organization-wide development and fundraising goals to advance the mission and work of the organization, AARP Foundation, and the organization's other charitable affiliates. The Senior Vice President and Chief Development Officer will establish investment strategies that support organizational objectives and growth and oversee a team of development professionals that lead key strategies and manage pipelines of existing and potential donors, including direct response, major gifts, gift planning, and institutional support including corporate, foundation, and government agencies. The Senior Vice President and Chief Development Officer will work with each organization and affiliate to advance their mission through revenue growth and work with respective boards to establish, set, and comply with board policies as they relate to solicitation and gift acceptance.

AARP Foundation is the 501(c)(3) charitable arm of AARP, funding programs to help low-income and isolated adults aged 50 and older. It provides services, such as a free, volunteer-run tax assistance program called AARP Foundation Tax-Aide; legal advocacy work to fight age discrimination; and initiatives to fight poverty, hunger, and homelessness among older adults.

For more than 60 years, AARP Foundation has helped older adults with low income increase their economic opportunity. As AARP's charitable affiliate, it serves AARP members and nonmembers alike. Its focus is to tackle senior poverty by sparking bold, innovative solutions that help vulnerable older adults increase their economic opportunity—fostering resilience, strengthening communities, and restoring hope. AARP Foundation addresses these goals by helping older adults with low income secure the essentials, including good jobs, eligible benefits, crucial refunds, and sustained social connections.

AARP Foundation empowers older adults by providing skills and resources to increase their financial stability and help them overcome the challenges of today and tomorrow. It also recognizes that humans need connection. AARP Foundation explores creative ways to help older adults connect and stay connected—to each other and to their communities.

All of this is accomplished through collaboration, innovation, legal advocacy, and grantmaking. Collaboration allows AARP Foundation to build on existing programs and infrastructure, avoid duplicating effort, and maximize the impact of every dollar donated. At the heart of the work of AARP Foundation is a drive to find fresh ways of solving problems and meeting needs. AARP Foundation is passionate about innovation and believes that good ideas can come from anywhere. AARP Foundation also advocates in courts nationwide for the rights of people aged 50 and older, working to challenge discrimination, and protect seniors from injustice. AARP Foundation support enables grantees to help more people, work more efficiently, bring proven new approaches to scale, and make resources go further.

AARP Foundation creates and advances effective solutions to reduce poverty for and with older adults. In 2022, the people AARP Foundation served received more than \$726 million in income, benefits, refunds, and credits. The foundation fought systemic injustice and helped older adults with low income seize opportunities to re-enter the workforce, bolster their budgets, give back to their communities, and recover from disasters. The donors, partners, volunteers, board, and staff of AARP Foundation are united in a single purpose—to ensure that vulnerable older adults could secure the essentials.

Founded in 1958, AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With a nationwide presence, AARP strengthens communities and advocates for what matters most to the more than 100 million Americans 50-plus and their families: health security, financial stability, and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications—*AARP The Magazine* and *AARP Bulletin*.

Advocating for people aged 50-plus is at the heart of AARP's mission. On health security, AARP fights to protect Medicare, expand access to health care, lower prescription drug prices, support caregivers, and protect nursing home residents. On financial stability, AARP fights to protect Social Security, establish savings plans for workers, and stop scams and fraud. AARP also works to combat age discrimination in the workplace and speak up for the vulnerable and underrepresented on issues like affordable housing and food security.

AARP continually evolves and reinvents to meet the new realities of aging. The way people are aging is changing, but many of the products and services they need to live longer, happier lives are not available. The AARP Innovation Fund is sparking solutions by committing \$40 million in three health-care areas: aging at home, preventive health, and convenient access to health care. The AARP Brain Health Fund, meanwhile, has invested \$60 million in the Dementia Discovery Fund to support research into treating dementia. Some 50 million people worldwide suffer from such conditions, with nearly 10 million new cases every year. And AARP's Longevity Economy Outlook finds that Americans aged 50 and up contribute so much to the U.S. economy that they would constitute the world's third-largest economy if they were counted as their own country. By leveraging members' collective purchasing power, AARP has transformed the way leading companies serve consumers as they age. AARP Innovation Labs helps AARP develop new products internally and engage with start-ups, academia, and other experts to shape and cocreate new solutions. At the center of this work is The Hatchery, a 10,000 square foot workspace at AARP's headquarters in Washington, D.C. that brings together creative entrepreneurs to share ideas for keeping people 50 and older top of mind as they design new products and services.

REPORTING RELATIONSHIPS

The Senior Vice President and Chief Development Officer will report to the President, AARP Foundation, Claire Casey. The The Senior Vice President and Chief Development Officer will oversee a team of 40 to 45 staff.

FROM THE PRESIDENT

One in three seniors struggle to make ends meet. That is why, every year, AARP Foundation helps millions of older adults find jobs, get benefits, and stay connected to their communities. Now is a pivotal time to join the AARP Foundation.

Since I joined as President in January, we have engaged our partners, grantees, donors, clients, and staff and developed a shared vision for how we can better harness our unique strengths and assets for the greatest good. Now, building on our powerful brand, the deep expertise of our team, and the success of our volunteer-based programs, we are poised to dramatically expand the reach and impact of our work.

We are doubling down on technology and research so we can use data more effectively to inform our programs and decision-making. We are amplifying our communications and marketing to drive greater awareness to our work and the needs of seniors living in poverty. We are putting the people we serve at the center of everything we do.

The new Senior Vice President and Chief Development Officer will play an essential role in helping us fulfill our vision of building a country free of poverty, where no older adult feels vulnerable. The Senior Vice President and Chief Development Officer will have the opportunity to lead a dynamic fundraising team with the resources to create an industry-leading program that will drive our performance—and our impact.

At AARP Foundation, we foster a collaborative, supportive culture. We share a passion and commitment to the work of ending senior poverty and fighting systemic injustice. We value innovation, high performance, diversity, and inclusion. We look for leaders who share these values. If this sounds like you, we hope you will apply.

—Claire Casey, President, AARP Foundation

AARP FOUNDATION'S COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND BELONGING

Diversity, equity, and inclusion are central to AARP Foundation's vision of a country free of poverty where no older person feels vulnerable. Its commitment to advancing equity, which is highlighted in its strategic plan, includes attracting exceptionally talented staff with the breadth of background and experience critical to foster a vibrant community. Supported by an enterprise-wide Office of Diversity, Equity & Inclusion (ODEI), AARP Foundation strives to uphold equity by giving a voice to everyone, including staff, volunteers, members, and partners. Its commitment to inclusion means sustaining a culture in which each individual's humanity and dignity is acknowledged and accorded the full respect of their colleagues, and in which each individual's equal standing as a member of the community is assured.

Like many organizations, AARP Foundation has more work to do to fully include people from historically underrepresented backgrounds, both on its staff and in the communities it serves. To confront this reality and its enduring legacies, AARP Foundation this year embarked on an Equity Transformation Journey. This process will guide its work so it can live into its promise to deliver more equitable outcomes for people that have faced systemic racism and discriminatory barriers.

PRIMARY RESPONSIBILITIES

The Senior Vice President and Chief Development Officer will

- oversee organization-wide development and fundraising goals to advance the mission and work of the organization, AARP Foundation, and the organization's other charitable affiliates, working with the leadership of each program and partnering organization (e.g., Older Adults Technology Services) to establish goals, investments, a case for support, and strategies that help reach organizational goals and fundraising targets;
- lead a team of development professionals toward the establishment and execution of strategies that help grow the pipeline of potential donors and meet fundraising targets for all related entities;
- foster a culture of philanthropy that fully engages the foundation's diverse constituencies and stakeholders;
- communicate and share progress with the Chief Executive Officer, Chief Operating Officer, and board leadership on outcomes, trends, opportunities, and risks for development and fundraising;
- keep track of external data and metrics that can inform or provide insights on changes in philanthropy or giving;
- provide the team with resources, training, guidance, and support that help ensure personal and organizational success in meeting goals;
- work with each partnering organization to advance their mission through revenue growth, and work with respective boards to ensure that each partnering team is in full compliance with all applicable laws, regulations, and board policies (e.g., gift acceptance) pertaining to gifts, contributions, grants, and other charitable support raised; and
- hold AARP, AARP Foundation, partnering organizations, and their teams accountable for adhering to ethical standards established by the Association of Fundraising Professionals and the National Association of Charitable Gift Planners.

LEADERSHIP

Claire Casey

President, AARP Foundation

As President of AARP Foundation, Claire Casey leads the organization's strategic direction and efforts to achieve its vision of a country free of poverty where no older person feels vulnerable.

Casey joined the AARP Foundation from Economist Impact, where she was the global head of policy and insights. Her work focused on driving awareness and action on critical global issues such as food security, global aging, and more. She also founded FP Analytics, the research and analysis division of the FP Group and publisher of *Foreign Policy* magazine. Casey has more than two decades of experience providing evidence-based strategic advisory services to Fortune 100 corporations, foundations, governments, and international institutions.

Casey holds a master's degree in international economics and international relations from the Johns Hopkins School of Advanced International Studies, and a bachelor's degree in international politics and economics from Middlebury College.

PREFERRED COMPETENCIES AND QUALIFICATIONS

AARP Foundation seeks a Senior Vice President and Chief Development Officer with

- a commitment to the mission of AARP Foundation—to create and advance effective solutions to reduce poverty for and with older adults;
- an inspiring and creative leadership style and an ability to implement a compelling vision for accelerating the growth of philanthropic support across diverse stakeholders;
- an ability to establish and nurture a culture of philanthropy throughout an organization consistent with its strategic plan;
- an ability to recruit, mentor, develop, and manage a team of high-performing fundraising professionals toward the achievement of ambitious, metrics-based fundraising goals;
- an ability to inspire and motivate a multigenerational workforce and to cultivate an inclusive environment among staff;
- an unwavering commitment to diversity, equity, inclusion, and anti-racism, and an ability to lead diverse teams while promoting an equitable and inclusive environment where all team members are valued, and have clear roles and responsibilities aligned to team goals;
- an ability to build a well-designed, thoroughly conceived, and comprehensive fundraising program and the necessary support systems across a growing and innovative organization;
- an ability to make carefully considered and decisive judgments about the development, implementation, and ongoing evaluation of fundraising needs across an organization;
- an ability to develop a multi-year, multi-channel fundraising plan that includes strategies that are well supported by analytics, business cases, and best practices;
- experience developing and funding program partnerships as well as personally cultivating and soliciting gifts with significant institutional impact;
- excellent communication and presentation skills across platforms and an ability to act as an inspiring communicator who can articulate AARP Foundation's mission in a clear and compelling manner to a broad, diverse audience;
- the respect and understanding for others needed to maintain productive professional relationships;
- an ability to thrive in a collaborative and dynamic environment where all points of view are valued;
- exceptional judgment and an ability to analyze complex issues, evaluate difficult situations, and effectively drive multiple stakeholders towards shared goals; and
- a commitment to perpetual learning and to sharing with others.

A bachelor's degree or an equivalent combination of education and experience is preferred for this position as is at least ten years of fundraising experience including successfully building and managing fundraising teams that meet and exceed fundraising goals. AARP Foundation will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to AARP Foundation, 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 \$270,000 to \$283,000 annually with a generous bonus package. AARP Foundation offers a competitive compensation and benefits including a 401(k); 100% company-funded pension plan; health, dental, and vision plans; life insurance; paid time off to include company and individual holidays, vacation, sick, caregiving, and parental leave; performance-based and peer-based recognition; tuition reimbursement; and more.

LOCATION

AARP Foundation is in Washington, D.C. and the Senior Vice President and Chief Development Officer should reside in the Metropolitan Washington, D.C. area. AARP Foundation offers a hybrid approach to location that values in-person interaction for collaborative work, while maintaining flexibility around telecommuting. Telecommuting is available on Monday and Friday.

APPLICATION INSTRUCTIONS

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

To apply for this position, visit: [Senior Vice President and Chief Development Officer, AARP Foundation](#).

To nominate a candidate, please contact Anne Johnson, annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.