

ASPEN • LEADERSHIP • GROUP

CAMPAIGN DIRECTOR

SEATTLE SYMPHONY

Seattle, Washington

<http://seattlesymphony.org>



The Aspen Leadership Group is proud to partner with the Seattle Symphony in the search for a Campaign Director.

The Campaign Director will oversee the strategy for and implementation of the *Forever and For Everyone Campaign*. Key activities include management of campaign staff; development and administration of the Campaign Gifts budget; oversight of the Campaign Gifts calendar; and tracking of individual and Campaign Gifts performance goals.

The Campaign Director will be accountable for the solicitation and closing of leadership gifts including identifying, qualifying, cultivating, and soliciting leadership gift prospects; working with volunteers and other senior staff to develop and implement prospect solicitation strategies; development and implementation of an effective prospect management program; collaboration with Annual Fund Development colleagues to move donors toward higher levels of giving, and as appropriate, solicitation and stewardship of an Annual Fund portfolio; the design of effective donor recognition and stewardship programs; and achievement of financial goals.

The Campaign Director will manage the Campaign Cabinet and subcommittees including assisting with the recruitment of volunteers to support the Campaign; training volunteers on the mission of the Symphony, the purpose of the Campaign and the principles of fund raising; engaging volunteers in work to identify, qualify, cultivate, solicit, and steward campaign donors; supporting the work of volunteers in all fund raising activities; planning for and leading meetings of the Committee; ensuring all meeting follow-up is timely and complete; and coordinating work, as appropriate, with the Annual Fund Development Committee.

The successful candidate will be a professional who has a strong work ethic, boundless energy, enthusiasm, and a sense of humor. The position requires someone who is an extremely articulate and persuasive communicator, thrives on challenges, works well under pressure, is a self-motivated team player, is well organized, and is an expert at multi-tasking. The successful candidate will be a quick learner, a leader, have good judgment, and grasp standard fundraising technologies and techniques easily. An interest in classical music or the arts is desirable.

ABOUT THE SEATTLE SYMPHONY

The Seattle Symphony is one of America's leading symphony orchestras and is internationally acclaimed for its innovative programming and extensive recording history. Under the leadership of Music Director Ludovic Morlot since September 2011, the Symphony is heard from September through July by more than 500,000 people through live performances and radio broadcasts. It performs in one of the finest modern concert halls in the world—the acoustically superb Benaroya Hall—in downtown Seattle.

The Seattle Symphony's extensive education and community engagement programs reach over 65,000 children and adults each year. The Seattle Symphony has a deep commitment to new music, commissioning many works by living composers each season. The orchestra has made nearly 150 recordings and has received two Grammy Awards, 21 Grammy nominations, two Emmy Awards, and numerous other accolades. In 2014 the Symphony launched its in-house recording label, Seattle Symphony Media.

Learn more about the Seattle Symphony: <http://www.seattlesymphony.org/about>

REPORTING RELATIONSHIPS

The Campaign Director will report to the Vice President of Development, and will work closely with the President and CEO as well as the Symphony's campaign counsel, Campbell & Co.

PRINCIPAL OPPORTUNITIES

The Seattle Symphony is mid-way through a \$100M campaign that will have a transformational impact on the Symphony's future. The *Forever and For Everyone Campaign* started in June 2013 and \$64.5M has been raised to date. The Symphony is ready to move the Campaign from the Leadership Gift phase to the Major Gift and Community phase and is seeking an experienced and passionate fundraiser with a track record in campaign planning and execution to lead this major institutional initiative.

Now is an exciting time to be a member of the Seattle Symphony team. Under the artistic leadership of Music Director Ludovic Morlot, the Symphony has just won its second Grammy in as many years. In addition to the Pulitzer Prize won by the Symphony's commission of John Luther Adams' *Become Ocean* in 2014, the Symphony has recently launched many forward thinking and bold initiatives, including late night programming of 20th and 21st century music in its lobbies; Sonic Evolution—concerts recognizing the pop, jazz, and other popular music connections in Seattle's music scene and Club Ludo, the super hip hard-to-buy special event of the year. With operational surpluses in each of the last 4 years, the Seattle Symphony is enjoying an unprecedented period of artistic and administrative creativity and stability.

PRIMARY RESPONSIBILITIES

The Campaign Director will

- cultivate, solicit and steward a portfolio of key prospects;
- manage budget development, revenue, and expenses;
- provide campaign management including reporting, metrics, and special events;
- develop and execute all phases of the Campaign, including Leadership, Major Gift, Corporate and Foundation, Public, Planned Giving, Recognition, and Post-Campaign;
- manage the Campaign Cabinet and their activities;
- oversee the design, production, and distribution of all event related materials;

- oversee, develop, and adhere to the critical path for each event;
- oversee and manage data;
- oversee the management of stewardship activities;
- work collaboratively with Symphony colleagues and volunteers including, but not limited to: artistic, production, facility operations, and marketing;
- supervise campaign gift officers and support staff; and
- work with campaign counsel and other campaign advisors and partners.

KEY COLLEAGUES



Jane Hargraft

Vice President of Development

Jane Hargraft joined the Seattle Symphony as Vice President of Development in October 2011, and leads a team of 19 staff with Annual Fund goals of \$9.5M. Ms. Hargraft is also the lead fundraiser on the \$100M *Forever and For Everyone Campaign* for the Seattle Symphony, which currently stands at \$64.5M. The Campaign is in the leadership gift phase and to date has secured multiple 7 and 8 figure gifts, including three named chairs (\$1.5-2.5M). Prior to joining the Symphony, Ms. Hargraft was the General Manager of Opera Atelier in Toronto for four years. During her tenure, Opera Atelier set several company records, including increasing fundraising by 30% in her first year and maintaining it through the 2008 recession, doubling subscriptions, securing the largest in gift in the company's history (\$200,000), and generating surpluses in three out of four years. Prior to joining Opera Atelier, Ms. Hargraft was the Director of Development (Annual Fund) for the Canadian Opera Company from 2003-2008. While at the COC, annual contributed revenues doubled, from \$4.3M in 2003 to almost \$9M in 2008. A graduate of Queen's University in Kingston, Ontario, Ms. Hargraft was a professional writer and editor with the Ontario Government before becoming a fund-raiser in 1997.

Ms. Hargraft lives on Mercer Island with her husband, violist and winemaker Elly Winer, and their daughter, Eleanor. She is an advisor to the Mercer Island Center for the Arts and The Bloedel Reserve's major campaigns. Ms. Hargraft has presented and lectured on fundraising at the AFP (Seattle), Opera America, and the League of American Orchestras. An avid marathoner and triathlete, Ms. Hargraft has run more than 25 marathons, three ½ Ironman, and one full Ironman triathlon. She plans to ride the Seattle to Portland bike race this year, as well as participate in Swim Across America, a 2-mile open water swim to raise funds for cancer research.



Simon Woods

President & CEO, Leslie Jackson Chihuly Chair

Simon Woods came to Seattle in May 2011. Together with Music Director Ludovic Morlot, he has been instrumental in defining and executing a vision to take the Seattle Symphony to the next stage in its artistic development, and establish it as a dynamic, forward-looking and community-focused organization. Mr. Woods' previous post was Chief Executive of the Royal Scottish National Orchestra (RSNO), one of the United Kingdom's leading symphony orchestras. Prior to his time at the RSNO, Mr. Woods was President and CEO of the New Jersey Symphony Orchestra and Vice President of Artistic Planning and Operations at The Philadelphia Orchestra. For almost a decade from the late 1980s to late 1990s he worked as a record producer with EMI Classics in London, where he initiated and produced recordings with many of the world's foremost classical artists and ensembles.

Born in London, Mr. Woods has a degree in Music from Cambridge University, and a post-graduate diploma in conducting from the Guildhall School of Music and Drama. Woods, his wife Karin, and their two children, Barnaby and Isabel, live in Seattle's Madison Valley neighborhood. He is a Board member of Cultural Access Washington, the Seattle Metropolitan Chamber of Commerce, and the League of American Orchestras.



Becky Kowals

Director of Major Gifts and Planned Giving

Becky Kowals joined the Seattle Symphony 4 years in 2012 and together with the Vice President of Development, leads the organization's major gifts and planned giving efforts. As a front line fundraiser of major, planned, and blended gifts, she works with her colleagues and gift officers to forward a data driven and donor centric approach to the company's development efforts. Her areas of responsibility also extend to directing the company's planned giving efforts, raising awareness of the critical importance of deferred gifts to fiscal sustainability and working to integrate planned giving into the overall development plan.

Ms. Kowals' broad non-profit experience includes positions in corporate and leadership philanthropy at Seattle Opera, campaign coordination with the Camp Kalsman capital campaign for the Union for Reform Judaism, and grant writing with respected arts groups in the Seattle area. Her areas of expertise include major gifts, strategic use of data, grant writing, corporate philanthropy, case development, and capital, annual fund, and endowment campaigns. She presented at the League of American Orchestras conference in 2014 and at the Washington Planned Giving Council's Planned Giving Day in both 2015 and 2016. A Northwest native, she holds a MM from New England Conservatory in Boston and a PhD in musicology from Brandeis University.



Leslie Jackson Chihuly

Chair, Seattle Symphony Board of Directors

As President of Chihuly Studio and Chihuly Workshop, Leslie Jackson Chihuly's primary role is to ensure ongoing organizational strength to assist Dale Chihuly in realizing his vision, encompassing all aspects of his art, from unique large-scale commissions to museum exhibitions, individual artworks and editions.

Currently in her tenth year on the Seattle Symphony Board and in her fifth year as Chair, Ms. Chihuly has led the organization through a period of significant change, including the hiring of Music Director Ludovic Morlot, and President & CEO, Simon Woods. During this leadership transition, Ms. Chihuly worked to reposition a treasured civic organization, while establishing integrity, transparency, collaboration, and excellence at all levels. She revitalized the Board of Directors, created innovative fundraising events, raised the public profile, and has positioned the organization to embark on a major five-year fundraising campaign to sustain the Seattle Symphony for future generations.

She is currently on the Board of the Pilchuck Glass School and has chaired fundraising campaigns for the University of Washington Masters of Fine Arts program in glass, The Hope Heart Institute, the Viola Chihuly Fund, and has worked with the Seattle Art Museum and the Seattle Symphony on family-oriented arts events. The Chihulys are involved with numerous non-profit and philanthropic organizations both locally and nationally with a focus on health, education, music, and the arts including JDRF, SIFF, Mary's Place, Hilltop Artists in Residence, Seniors Making Art, and the Seattle Public Schools. Together they founded the Dale and Leslie Chihuly Foundation in order to inspire and educate the public regarding all forms of art, and to provide support to artists and arts organizations. In 2011 she was awarded the "Women of Influence" Award by the *Puget Sound Business Journal*.

Ms. Chihuly graduated from Vassar College with a BA in English. She holds a Masters in International Studies from the Henry M. Jackson School at the University of Washington. Ms. Chihuly and her husband, Dale Chihuly have one son.



Sherry Benaroya

Co-chair, *Forever and For Everyone Campaign*

Sherry Benaroya has spent nearly 30 years serving as an active community volunteer involved in numerous organizations. Twenty-three years ago, she and her husband Larry founded the JDRF Guild of Greater Seattle to fund research aimed at finding a cure for juvenile diabetes. She currently serves on the Bellevue Arts Museum board. Previously, Ms. Benaroya served on the boards of JDRF Seattle Guild, JDRF International, Virginia Mason Medical Center, and Seattle Children's Hospital as well as other arts, education and medical organizations.

A Seattle native, Ms. Benaroya received a BA and a Master's in Speech Pathology and Audiology at the University of Washington. She worked with severely disabled children and young adults at the Gordon Hauck Center in Kirkland. Ms. Benaroya and Larry are proud parents to son, Michael and daughter, Brooke, and her husband Josh. They live in Bellevue and enjoy traveling, art, their getaway on Whidbey Island, and their energetic rescue dog Poppy.



Brian Marks

Co-chair, *Forever and For Everyone Campaign*

Brian Marks retired in 2008 as CEO of Augusta Sportswear Group, a sports apparel company headquartered in Augusta, Georgia that he founded in 1977. He has a BA from Tulane University, an MPhil in Philosophy from the University of London, and a PhD in Philosophy from the University of Calgary. In addition to his SSO affiliation, Mr. Marks serves on the Seattle Opera Board. He is a member of the Seattle Rotary Club and is a mentor at First Place School in Seattle. In Augusta, he is President of Symphony Orchestra Augusta and is Chairman of the Executive Committee of the Board of Trustees of University Hospital and Health Care System.

Mr. Marks is married to Carol Maione, has three children and one grandchild.



H.S. Wright III

Chairman & Founder, Seattle Hospitality Group of Companies

Co-chair, *Forever and For Everyone Campaign*

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Campaign Director will have

- a proven track record of securing leadership and major gifts from individuals, foundations, and corporations;
- superior writing, speaking, and organizational skills;
- creative, self-starting skills with a team-player attitude;
- proven ability to work with volunteers, donors, and prospects;
- ability to manage and inspire staff;

- experience using Tessitura, Raiser's Edge, or other fundraising software (desirable);
- knowledge of the Seattle business and social community (desirable);
- previous experience with an arts organization (desirable); and
- an interest in classical music (desirable).

A Bachelor's degree or comparable professional experience and a minimum of ten years of fundraising experience are required for this position.

SALARY & BENEFITS

The Seattle Symphony offers a competitive benefits and compensation package.

LOCATION

This position is located in Seattle, Washington.

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, contact Anne Johnson: annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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