



DIRECTOR OF INSTITUTIONAL GIVING, SOUTHEAST

[THE TRUST FOR PUBLIC LAND](#)

Atlanta, Georgia



The Aspen Leadership Group is proud to partner with The Trust for Public Land in the search for a Director of Institutional Giving, Southeast.

The Director of Institutional Giving, Southeast will maximize institutional giving relationships to ensure their success and longevity. As a member of the five person Philanthropy Team in the Southeast, the Director will help meet revenue goals in support of The Trust for Public Land's programs in the Southeast (Georgia, Alabama, Tennessee) and across the country. The Director's portfolio will include foundations and corporations based in the Southeast currently giving or capable of giving gifts ranging from \$25,000 - \$500,000+ with the goal of increasing this gift range and portfolio over time. The efforts of the Director will help advance a thriving local program and help grow The Trust for Public Land's *Land for People* mission in the Southeast region and across the country.

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come. The Trust for Public Land was founded in 1972 on the conviction that all people need and deserve access to nature and the outdoors, close to home, in the cities and communities where they live, as a matter of health, equity, and justice. While many conservation organizations set aside wildlands for biodiversity or habitat restoration, The Trust's founders sought to bring the benefits of parks and nature to the places, people, and communities that needed them most. The Trust for Public Land has protected more than 3.5 million acres of land, developed more than 2,000 miles of trails, and completed more than 5,400 projects across America. The Trust for Public Land has also helped states and local communities generate more than \$79 billion in new public funds for parks and open space.

For thirty years, The Trust for Public Land has been working to connect land and people across the Southeast. The Trust's accomplishments include supporting the vision and implementation of the Atlanta BeltLine and Martin Luther King Jr. National Historical Park. The Trust has worked to connect 30,000 residents of Chattanooga, Tennessee via the 25-mile South Chickamauga Creek Greenway. Current efforts include expanding Chattanooga's linear network of parks and trails, a partnership with Atlanta Public Schools to convert schoolyards to community park spaces, and a bold vision to protect and create over 100 miles of greenway and blueway along the Chattahoochee River – featuring parks, trails, boat launches, campsites, and public amenities – that will link 19 metro Atlanta cities and seven counties to serve millions of people throughout the region.

REPORTING RELATIONSHIPS

The Director of Institutional Giving, Southeast will report to the Southeast Director of Philanthropy, Devin Girod.

FROM THE CHIEF PHILANTHROPY OFFICER

In January 2020, The Trust for Public Land launched The Power of Land for People (2020-2025) strategic plan to fulfill our vision that every American should have close-to-home access to the benefits of nature. We could not have anticipated the impending COVID-19 pandemic, but it highlighted that our land-for-people solutions are more needed now than at any point in recent memory. Quality parks and natural spaces are a fundamental requirement for sustaining healthy, equitable communities that are resilient and prepared for change. In this moment of polarization and increasing social turmoil, parks and public land reweave our country's frayed social fabric, reconnecting us to each other and the places and experiences that bind us together as a nation. Today, on the heels of The Trust for Public Land's most successful fundraising year and approaching our fifth decade, we have much to celebrate and even more promising work to pursue. Join us to advance "land for people" and grow our philanthropic partnerships to ensure healthy, livable communities for generations to come.

–Pat Watson, Chief Philanthropy Officer

THE TRUST FOR PUBLIC LAND'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

The Trust for Public Land recognizes and values the differences that make people unique and cultivates an environment where cultural awareness, sensitivity, and integrity prosper with a workforce reflective of the diversity of the United States, The Trust appreciates the intrinsic correlation between diversity, equity, and inclusion efforts and overall performance quality at the department, local, and national levels, where the work culture facilitates the exchange of new perspectives, improves problem-solving by inviting different ideas, and creates a respectful, accepting work environment. The Trust seeks to incorporate diversity, equity, and inclusion as a core strategy to create a competitive advantage, setting the benchmark in the nonprofit community, where everyone has a shared commitment to diversity, equity, and inclusion, and where diversity, equity, and inclusion is an integrated, ongoing, and measurable objective.

PRIMARY RESPONSIBILITIES

The Director of Institutional Giving, Southeast will

- manage and grow a portfolio of 75-120 institutional and corporate prospects and donors based primarily in the Southeast with the capacity to make grants of \$25,000 - \$500,000+ and/or support multiple programmatic areas;
- conduct donor visits regularly and often with a goal of 45-60+ meaningful visits per year, including qualifying at least 24 prospects per year;
- submit at least three solicitations of \$500,000+ and thirty solicitations of \$25,000 - \$499,999 each year;
- contribute to Philanthropy's overall success in the Southeast and across the country;
- create gift opportunities with internal partners (state directors, philanthropy colleagues, program directors, and project managers) to meet organizational priorities and pursue funding in support of these goals;

- identify foundation and corporate prospects;
- write letters of inquiry, corporate pitches, concept papers, and research briefings;
- visit with foundation and corporate prospects to establish contacts, gather information, qualify prospects, present ideas, develop networks, promote understanding of TPL's initiatives, request invitations for proposals, and conduct stewardship;
- strategically partner with Trust Leadership, volunteers, and staff on such visits and prepare with pre-meeting planning and post-meeting debriefing and follow up;
- develop, write, and carry out prospect engagement strategies by identifying, qualifying, and cultivating prospects, determining amount and timing of requests;
- write and oversee the creation of proposals;
- solicit prospects in face-to-face meetings;
- provide verbal and written communication necessary to secure gifts and deliver appropriate stewardship (including corporate engagement) and report on gifts made to the organization;
- determine an effective sequence of work, including planning and monitoring activity timelines for each donor or prospect including proposal due dates, reporting dates, cultivation and stewardship activities, and managing simultaneous proposals and strategies while meeting required deadlines;
- coordinate with Finance, Legal, Marketing, State and Program directors, and Philanthropy colleagues to develop proposal budgets, deliver engagement opportunities, and monitor deliverables for grant contracts; and
- work with philanthropy counterparts in coordinated, Trust-wide activities, such as joint grant requests and stewardship to secure optimum gifts, and participate in collaborative team meetings; and
- prepare internal teams for foundation site visits and corporate engagement, and implement donor recognition.

LEADERSHIP AND KEY COLLEAGUES

Diane Regas

President and Chief Executive Officer

An internationally recognized conservation leader, Diane Regas joined The Trust for Public Land in the spring of 2018 as President and CEO. Prior to The Trust for Public Land, Diane worked for more than a decade at Environmental Defense Fund (EDF), most recently as Executive Director, where she helped EDF advance solutions that promote prosperity for all people and for the planet. She guided work to improve ocean health, stabilize the climate, reduce toxins in everyday products, and promote collaboration and partnerships. Prior to EDF, Diane served at the U.S. Environmental Protection Agency, working under both Democratic and Republican administrations as the top civil servant protecting our nation's rivers, lakes, and bays.

Diane earned her A.B., M.S. in energy and resources, and J.D. at the University of California, Berkeley, and resides in Berkeley, California. An avid outdoor explorer, Diane enjoys hiking, cycling, diving, camping, and spending time in nature with her husband, children, and grandchildren.

Jeff Danter

Senior Vice President of Field Programs

As the Senior Vice President of Field Programs, Jeff is responsible for overseeing all state and area programs including land protection, urban parks development, and community-based conservation. Jeff joined The Trust for Public Land in 2011 and has worked in conservation since 1994. Prior to that he worked for an international electrical engineering company. Jeff received his B.S. in Chemical

Engineering, M.B.A., and Ph.D. in Ecological Management Communications from The Ohio State University.

Patricia Watson

Senior Vice President, Chief Philanthropy Officer

As Chief Philanthropy Officer, Pat is responsible for implementing and leading the expansion of a comprehensive strategic, creative, and entrepreneurial development program that affirms and celebrates The Trust for Public Land's mission and impact and sustains its future growth.

Pat has an extensive and diverse fundraising background, having served in several senior positions throughout her career. Before joining The Trust for Public Land, Pat was Senior Vice President of Executive Practice at Grenzebach Glier and Associates, where she provided senior-level counsel on fundraising growth strategies, campaign planning, and execution frameworks, major and principal gift development, and organizational and operational expertise. Prior to that, Pat served as the Senior Vice President of Advancement at Brown University and Senior Associate Vice President for Alumni Affairs and Development at Cornell University.

She brings a personal commitment to The Trust's mission, spending a great deal of her time outside of work exploring urban and coastal parks near her home in Providence, Rhode Island. An active rower and avid fly fisher, Pat spends as much time as possible on the water. She also volunteers her time on the Board of Governors of the Narragansett Boat Club, and as a member of the American Museum of Fly Fishing Board of Directors.

Pat holds a M.A. in Public Administration from the Maxwell School of Citizenship and Public Affairs at Syracuse University and a B.S. in Design and Environmental Analysis from Cornell University.

Devin Girod

Southeast Director of Philanthropy

Devin Girod leads The Trust for Public Land's philanthropic efforts in the Southeast Region, which includes Georgia, Alabama, and Tennessee. In collaboration with Southeast Program staff, he works to identify, cultivate, and steward relationships with friends and philanthropic partners to ensure the organization has the resources to connect more Americans with parks and nature.

Devin joined The Trust for Public Land in 2017 and began his career with The Trust's Texas Field Program. As Texas Director of Philanthropy, he led the Texas Program's first capital campaign, which exceeded its philanthropic goal six months early. Previously, Devin served as the Senior Director of Development at Texas A&M University-Commerce where he led the major gifts' team.

Devin was raised in Louisiana and enjoys golf, camping, hiking, gardening, and biking. He is married to Angelica Girod, a Speech-Language Pathologist for Children's Healthcare of Atlanta, and they live in Atlanta, Georgia with their beloved rescue dog, Don Draper.

George Dusenbury

Alabama, Florida, Georgia State Director

George Dusenbury serves as the Southern Hub Director for The Trust for Public Land, a national organization dedicated to creating parks and protecting land for people. George leads a team of professionals who are working to improve access to the Chattahoochee River, to increase the number of residents who have a park within a 10-minute walk of home and to develop coalitions and partnerships to dramatically change how Georgians interact with the outdoors.

From 2010-14 George served as Commissioner of the Atlanta Parks & Recreation Department. During his tenure, he helped expand park acreage in the city while increasing the percentage of local residents living within a half-mile of a park. He also led an effort to reopen 16 closed recreation centers and transform them through high performing youth-development programs.

Prior to his appointment as Commissioner, George was Executive Director of Park Pride, a non-profit dedicated to building civic and corporate support for Atlanta's parks. During his six years at Park Pride, the organization significantly increased its capacity while launching a wide range of programs designed to increase community leadership, bring gardens to underserved neighborhoods, and help residents create and implement community master plans for parks. Also under his leadership, the organization expanded its geographic scope and played a pivotal role in engaging community groups and corporate partners to realize the vision of the Atlanta BeltLine, a transformative urban park and trail system.

George first became active in Atlanta's environmental community while serving as Legislative Director and District Director for Congressman John Lewis. In these roles, he was responsible for the Congressman's work on transportation, clean air, clean water and smart growth issues, including expanding tax incentives supporting alternative commute options like transit and biking. During these years, George developed his understanding of the importance of parks and green spaces in the context of equity, economics and health.

George earned a B.S. degree in English from Cornell University and a Juris Doctor degree from Emory University where he served as the president of the Environmental Law Society. He has been a Certified Park and Recreation Professional through the National Recreation and Park Association, is a member of the Historic Oakland board of directors and is a graduate of regional leadership programs.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Trust for Public Land seeks a Director of Institutional Giving, Southeast with

- a commitment to The Trust for Public Land's mission to create parks and protect land for people, ensuring healthy, livable communities for generations to come;
- knowledge of and experience with the Southeast's philanthropic communities, especially Georgia, Tennessee, and Alabama;
- an ability to create powerful, compelling written and oral communications for fundraising as well as an ability to convey complex ideas via presentations, e-mails, and face-to-face communications;
- experience writing grant proposals, letters of inquiry, and reports to institutions;
- experience developing and sustaining productive relationships with foundation staff and corporate partners;
- experience developing and executing corporate engagement opportunities including networking events, and volunteer engagement activities;
- basic accounting skills and an understanding of non-profit financial practices;
- an ability to coordinate with Finance and Program staff to develop proposal budgets;
- self-motivation and an ability to manage multiple priorities with excellent attention to detail and deadlines as well as an ability to perform successfully without close supervision; and
- an ability to function effectively as an individual and as a member of a team.

A bachelor's degree is preferred for this position as is at least five years of experience in nonprofit fundraising, including strategizing around, securing funding from, and stewarding large institutional partners.

SALARY AND BENEFITS

The Trust for Public Land offers a competitive salary and benefits package.

LOCATION

This position is located in Atlanta, Georgia.

APPLICATION INSTRUCTIONS

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

To apply for this position, visit:

[*Director of Institutional Giving, Southeast, The Trust for Public Land.*](#)

To nominate a candidate, please contact Gregory Leet:

[*gregoryleet@aspenleadershipgroup.com.*](mailto:gregoryleet@aspenleadershipgroup.com)

All inquiries will be held in confidence.