The Board of Directors of the National Women’s Hall of Fame invites applications and nominations of highly experienced, energetic, and creative candidates for the position of Chief Executive Officer (CEO). Candidates should be attracted to the opportunity to provide highly transformative leadership for the nation’s premier institution honoring exceptional American women who embody the National Women’s Hall of Fame mission of “Showcasing great women . . . Inspiring all”.

The National Women’s Hall of Fame (NWHF/the Hall) is expanding in every way – in size, in reach, in influence. To better accommodate these ambitions, the NWHF rehabilitated the historic 1844 Seneca Knitting Mill located on the Seneca-Cayuga branch of the Erie Canal in Seneca Falls, NY, and moved into it in 2020. This extraordinary achievement was completed over nine years with 10 million dollars of funding. The NWHF is eager to embrace the opportunities enabled by this new, expansive space, including honoring the importance and sense of “place” that Seneca Falls and the Erie Canal system have played in the history of the economic, social, and human rights movements of the United States of America.

Following this historic move, in this historic year celebrating the centennial of women’s suffrage, the National Women’s Hall of Fame now seeks a talented, proven leader dedicated to expanding the Hall’s national footprint, advancing its fundraising capacity, strengthening its organizational structure, and planning and implementing an ambitious agenda of new programs and exhibits.

THE OPPORTUNITY

Working collaboratively with the Board of Directors (the Board) to develop a comprehensive set of strategic priorities, the CEO will assume responsibility for leading the Hall through this transformative period, broadening its national recognition as one of the nation’s most distinguished membership, cultural, and educational institutions, one day truly a “Center for Impact and Inspiration.”

Communicating regularly with the Board’s governance team and working with appropriate civic leaders (local, regional, and national), the CEO will focus on strengthening the Hall’s organizational capacities through strategic planning and aggressive fundraising, staff and board development, and programmatic innovation. This will require that the CEO be both a skilled administrator and articulate, experienced fundraiser, and an individual who can build a dedicated support staff and enthuse a diverse public and philanthropic community in furtherance of the advancement of the institution.

Strategic Planning: In collaboration with the Board and Hall staff, the CEO will lead the NWHF through visionary thinking, calculated risk-taking, and formulation of the financial and marketing requirements that will be necessary to accomplish the aforementioned goals. This exercise will be rooted in the pursuit of excellence, historical stewardship, inclusivity, and contributory economic growth for the region, with the broader expectation of achieving national recognition and support.

Fundraising: The CEO will be expected to commit a significant amount of time to planning and implementing an ambitious fundraising program in support of the full reach of the Hall’s operating and programmatic requirements, capital needs, and endowment aspirations. This will require building upon and stewarding the current donor base, identifying and soliciting new prospects, securing corporate and foundation support, expanding the Hall’s membership base, and developing the media presence required to support an aggressive fundraising campaign.

Human Capital: To be effective, the CEO must have the administrative experience and management skills to lead the Hall through this transformative period and beyond. This will require analyzing current and future staffing needs; providing for their professional development, requisite mentoring, and supervision; and establishing employee practices and procedures as may be required. Additionally, the CEO must oversee the recruitment and supervision of the Hall’s valuable volunteers.

Programmatic Design: To ensure a steady growth of members, visitors, and supporters, the CEO will provide leadership in developing and expanding programming that aligns with and magnifies the mission of the Hall and positions it as a thought-leader and substantive contributor in the field of women’s history and leadership development. The CEO will also be responsible for oversight of the Hall’s signature Induction Ceremony, including the nomination process and Induction-related programming. Recognizing the importance of the Hall’s on-line presence and today’s rapid technological innovation in programmatic development and museum presentation, the CEO must be prepared to lead the Hall in embracing the potential of digital technologies now and in the future.
In October 1968, Seneca Falls resident Shirley Hartley invited 25 community leaders to a “Founder’s Tea” at the old Armitage homestead in Seneca Falls, NY. The meeting was meant to recall a similar tea held by suffragist trailblazers Elizabeth Cady Stanton, Lucretia Mott, Martha Wright, Mary Ann M’Clintock, and Jane Hunt in 1848, a meeting which eventuated in the 1848 Seneca Falls Convention, recognized today as the nation’s first women’s rights convention. Over 120 years later, in 1969, the National Women’s Hall of Fame was founded by men and women of Seneca Falls who believed that the contributions of American women deserved permanent recognition in the small village where the fight for women’s rights began. Hartley trademarked the name, The National Women’s Hall of Fame, and established the Hall’s post office box, which is still in use today.

Today, over 50 years later, the National Women’s Hall of Fame is one of the nation’s oldest organizations dedicated to honoring and celebrating the achievements of distinguished American women. Their stories are used as tools for inspiration, innovation, and imagination for all people, both young and old alike.

(L-R) Hall supporter and attendee at the Founder’s Tea: Doris Walsh, and Hall Founders: Elizabeth Delavan, Shirley Hartley, and Ann Bantuvanis.

### LIVING INDUCTEES

Madeleine Albright  
Tenley Albright  
Gloria Allred  
Linda Alvarado  
Ann Bancroft  
Eleanor Baum  
Nancy Brinker  
Charlotte Anne Bunch  
Rosalynn Carter  
Hillary Rodham Clinton  
Eileen Collins  
Ruth Colvin  
Rita Rossi Colwell  
Joan Ganz Cooney  
Matilda Cuomo  
Angela Davis  
Donna de Varona  
Sarah Deer  
Elizabeth Hanaford Dole  
Sylvia Earle  
Marian Wright Edelman  
Jane Fonda  
Loretta Ford  
Helen Murray Free  
Ina May Gaskin  
Temple Grandin  
Marcia Greenberger  
Barbara Holdridge  
Wilhelmina Cole Holladay  
Dolores Huerta  
Helen LaKelly Hunt  
Swanee Hunt  
Barbara Iglewski  
Shirley Jackson  
Victoria Jackson  
Mae Jemison  
Susan Kelly-Dreiss  
Nannerl Keohane  
Jean Kilbourne  
Billie Jean King  
Julie Krone  
Winona LaDuke  
Carlotta LaNier  
Allie Latimer  
Lilly Ledbetter  
Maya Lin  
Shannon Lucid  
Nicole El Malachowski  
Philippa Marrack  
Barbara Mikulski  
Aimee Mullins  
Carol Mutter  
Antonia Novello  
Sandra Day O’Connor  
Nancy Pelosi  
Judith Pipher  
Rozanne Ridgway  
Patricia Schroeder  
Donna Shalala  
Sherry Lansing  
Eleanor Smeal  
Susan Solomon  
Sonia Sotomayor  
Laurie Spiegel  
Gloria Steinem  
Kathrine Switzer  
Wilma Vaught  
Diane von Furstenburg  
Alice Waters  
Faye Wattleton  
Sheila Widnall  
Oprah Winfrey  
Gloria Yerkovich

A comprehensive list of our Inductees can be found on the National Women’s Hall of Fame website: womenofthehall.org
With completion of its ambitious rehabilitation of the historic Seneca Knitting Mill and the inaugural opening of the Hall’s new exhibitions, the Board moved to evaluate its readiness to undertake a projected 25 million dollar comprehensive fundraising campaign by retaining CCS Fundraising, a consulting firm with extensive experience in planning, implementing, and managing capital campaigns, to assist in conducting an institutional assessment and developing a recommended strategic path forward.

The assessment identified key areas of focus for the Hall to successfully reach its fundraising and institutional goals, among the first priorities being the recruitment of an experienced CEO to lead the effort. Following other assessment recommendations, the Board will move forward with a two-phased comprehensive campaign, prioritizing stabilizing and enhancing the Hall’s operational capacity, further developing its programs and exhibits, addressing its ongoing Seneca Knitting Mill rehabilitation and capital needs, and establishing a foundational endowment. These sequenced investments will be made over the next seven years, beginning with capacity-building initiatives, specifically as they relate to expanding and developing staff, and then ramping up to address capital needs and programmatic opportunities. These investments will serve two purposes: to secure the National Women’s Hall of Fame Induction Ceremony and Program as the signature national event that brings individuals from all walks of life to Seneca Falls, the acknowledged site of the first Women’s Right’s Convention; and to establish the Hall as an innovative “Center for Impact and Inspiration”, focused on developing and disseminating meaningful and substantive content in the field of women’s history and leadership development, accessible by broad and diverse audiences, both nationally and globally.

The Board is committed to positioning the Hall as a leading national institution, a goal that will require experienced leadership, strong infrastructure, and diverse streams of sustainable funding. The Board expects to partner with the CEO in developing key relationships, cultivating new and existing philanthropic potential, and undertaking detailed strategic planning. The success of this partnership will depend heavily on the leadership of a strong, confident Chief Executive Officer.

**PHASE A**

*Projected Timeline: 2 – 3 YEARS 12/1/20 to 6/30/23*

*$5 million effort focused on the hiring of a Chief Executive Officer, development of a strong framework of financial support, and implement cohesive fundraising systems. In addition to advancing 2nd, 3rd, and 4th floor existing renovation and exhibit needs.*

**PHASE B**

*Projected Timeline: 5 YEARS 1/1/24 to 12/31/28*

*$20 million working effort to realize the NWHF’s greater vision as a pilgrimage site honoring great American Women a Center for Impact and Inspiration, through the support of transformative gifts, strategic relationships, and an established brand.*

**CALIBRATION PERIOD**

*Projected Timeline: 3 – 6 MONTHS 7/1/23 to 12/31/23*

*Board and CEO to assess dashboards and output. Once readiness signals are presented, board can authorize a transition.*
It is expected that the Chief Executive Officer be a visionary leader and talented administrator who can generate and implement both innovative and financially sound initiatives that motivate others to champion the National Women’s Hall of Fame and its strategic priorities.

STRATEGIC LEADERSHIP
The Chief Executive Officer will be expected to:

• Become intimately familiar with the Hall’s history, culture, traditions, operations, and constituents.
• Collaborate with the Board to develop and implement a strategic plan and ensure that the Hall’s budget, staff, and operational priorities are aligned with its strategic priorities.
• Cultivate a strong and transparent working relationship with the Board by attending all Board and committee meetings as required, engaging its members fully to solicit their best ideas and support, and ensuring all are fully aware of how operations are aligned with the strategic direction set forth by the Board.
• Oversee the Induction ceremony and related programming, promoting inclusiveness in nomination submissions, ensuring the integrity of the judging process, and overseeing the induction process and event.
• Maintain engaging and supportive relationships with living Inductees.
• Work with key stakeholders to attract new volunteer leaders who are reflective of the diversity of a national audience, share the values of the institution, are highly engaged, and are willing to leverage and secure resources.
• Lead the institution in raising its national awareness with the goal of expanding and diversifying the membership base and a wide range of audiences through Diversity, Equity, Inclusion, and Accessibility (DEIA) efforts.
• Remain current on the latest developments and best practices in nonprofit management, philanthropy, and trends of cultural consumers through professional development and attendance/membership in relevant professional organizations.
• Build strong partnerships with colleges and universities, women’s institutions and organizations, and others to promote the understanding of women’s accomplishments and their impact on the nation and the world.

FUNDRAISING
The Chief Executive Officer will be expected to:

• Develop and lead a national fundraising effort to raise capital and unrestricted funds for the continued rehabilitation of the Seneca Knitting Mill, challenge grants, exhibits /programs, operational expenses, endowment, and new educational and programmatic initiatives.
• Understand the intricacies of visionary thinking and strategic planning in relation to current and long-term fundraising needs, working with staff, key volunteers, and the Board to institute sound fundraising strategies, while strengthening ties with existing supporters and identifying new ones, including foundations, corporations, government agencies, and individuals.
• Formulate and execute comprehensive communication and development strategies that will ensure consistency throughout the institution and increase revenue from foundations, corporations, government agencies, and individuals.
INFRASTRUCTURE AND OPERATIONS

The Chief Executive Officer will be expected to:

• Assess the operational needs of the Hall and develop and implement a staffing plan that meets those needs within approved budgeted resources.

• Provide for the continued development of professional and volunteer staff through mentorship and inspirational leadership, shared understanding of decision-making processes and delegation of responsibilities, and clear communication of short- and long-term goals and objectives.

• Create a professional workplace environment that rewards initiative and encourages productivity, inclusivity, and risk-taking, while setting clear performance expectations and accountability for deliverables.

• Work with staff to build and maintain an infrastructure that will ensure long-term financial sustainability, stimulate a growing membership base, promote program participation, and provide an exemplary visitor experience to the NWHF.

• Put in place information management systems capable of efficiently supporting operations, financial management needs, and fundraising requirements, and establish the requisite training protocols related to each.

• Have knowledge of contemporary museum and educational technologies, including methods for enhancing the Hall’s digital presence, and ensure that the Hall’s exhibits and supporting technology are functional and routinely reviewed and updated, that the website is routinely reviewed and updated, and that social media platform content consistently reflects the mission and values of the Hall.

• Oversee the financial health of the institution through regular and timely review of financial information to compare performance to budget and other key benchmarks reflective of overall fundraising and financial goals.

• Conduct short- and long-range financial planning and analysis, review trends, and engage the Board in discussions of financial sustainability, including the establishment of adequate operational reserves.

PROGRAM DEVELOPMENT

The Chief Executive Officer will be expected to:

• Strengthen existing national presence and lead the institution to elevate the Induction Ceremony to national scope and recognition such that it becomes known as the signature event for honoring and celebrating the achievements and stories of great American women.

• Establish and/or grow local, regional, and national partnerships to position the Hall as an institution that provides a leadership role in acknowledging and embracing the full breadth of women’s contributions to the American/global story, whether it be through the Hall’s exhibitions, educational offerings, or other programming that may be developed over time.

• Ensure the delivery of high-quality, consistent, and effective programs and experiences that reflect contemporary trends and developments in the museum sector, educational programming, and contemporary scholarship.

• Facilitate program content development and delivery that enables both in-person and virtual participation.
The National Women’s Hall of Fame seeks a visionary, energetic, and creative executive who must be a skilled and experienced fundraiser and administrator who is motivated to lead the institution during a highly transformative period. The ideal candidate will be capable of initiating new ways of thinking, pivoting quickly in changing environments, embracing broad and diverse constituencies, and building national and global recognition for the institution.

**Desired Qualifications:**

- At least 10 years of senior-level administrative experience in an institution of comparable scope and ambition.
- Demonstrated success at managing a capital campaign of between 5 and 10 million dollars, including direct responsibility for, and success at, soliciting and obtaining major gifts of six figures or more.
- Demonstrated ability to manage a strong institutional brand to raise awareness, build institutional reputation, drive strategic goals, and galvanize support.
- A demonstrated track record of managing people, operations, and budgets; and success in identifying new earned income opportunities.
- A track record of hiring, developing, and retaining a diverse and exceptional staff who fulfill high standards for pursuing and achieving excellence as it relates to institutional goals.
- A track record of working collaboratively with a governing board, preferably in the nonprofit sector.
- Experience working with Board leadership to identify, recruit, and develop diverse, exceptional board members committed to the pursuit of achieving institutional goals.
- Demonstrated financial and political savvy with the ability to set clear priorities, delegate, and guide investment in people and systems; keen analytic, institutional, and problem-solving skills which support and enable sound decision making.
- Excellent coalition building skills and demonstrated ability to communicate and work effectively with a variety of internal and external stakeholders, including board members, Inductees, community leaders, volunteers, and museum guests and visitors.
- Demonstrated ability to serve as an effective spokesperson and advocate, with outstanding verbal and written presentation and communication skills and the ability to generate awareness, excitement, and appreciation for the institution and its long-term vision.

The successful candidate should hold a minimum of a baccalaureate degree, in the liberal arts or science, with a master’s degree, MBA, or related advanced degree preferred, with a demonstrated interest in promoting and preserving women’s history.

**Ideally, the CEO:**

- Has the gravitas, confidence, and ability to interact with high profile individuals of the caliber and accomplishments of the Hall Inductees, and to be respected equally in reverse.
- Can be decisive, strategic, entrepreneurial, resourceful, and visionary; is an active and engaged individual who leads by example; and is personally and professionally committed to advancing the mission of the Hall within the local community, region, and nation.
- Is committed to ensuring a vibrant institution that reflects and embraces diversity in both staff and Board members, the Hall’s donor base, and cultural consumers.
- Is diplomatic and able to listen well, collaborate, negotiate carefully, and be open-minded to unexpected opportunities.
- Exudes a warm, personal manner and is easily approachable by staff, Board members, volunteers, and all other constituencies within the sphere of the NWHF.
THE MILL PROJECT

FINGER LAKES REGIONAL ECONOMIC DEVELOPMENT COUNCIL GRANTS AWARDED
“MARKET NY” AND “HERITAGE AREAS SYSTEMS” GRANTS AWARDED

2014

Governor Andrew Cuomo announces site groundbreaking
Demolition and construction of new roof, windows, and first floor occupancy work underway

2016

Partners in Preservation
Main Street grant awarded
Remaining interior and exterior work associated with occupation of first floor & MEP completed

2018

Fall Street location closes and move begins
National Women’s Hall of Fame re-opens in the Mill to general public in August

2019

Monarch Private Capital partners with Anthem, Inc., to provide capital via Historic Tax Credit
Exhibit designs developed and rendered

2020

EXHIBITS

The Hall continues to be dedicated to developing new meaningful exhibits that encompass the Hall’s mission of “Showcasing great women...Inspiring all”, while honoring the importance and sense of “place” that Seneca Falls and the Erie Canal System have as players in the significant economic, social, and human rights movements in the region. Our exhibits committee developed the following themes:

1. **Honoring Women** through a full catalogue of all inductees, living and deceased.
2. **Recognizing Women’s Contributions** by celebrating women throughout history in our collections, curriculum, and presentation.
3. **Why Here? Democracy in Action.** Sharing the story of how the Seneca River and the Erie Canal System were the economic forces that placed leaders of the suffrage movement and the Mill together in Seneca Falls.
An eight-member Search Committee has been established to conduct this search on behalf of the National Women’s Hall of Fame Board of Directors. The committee is assisted by CCS Fundraising. Inquiries, nominations, and applications should be directed to CCS, as noted below. All contact will be held in the strictest confidence.

A priority deadline for materials is January 15, 2021. A review of applications will begin immediately and will continue until the position is filled.

Candidates should provide:

1) A cover letter that articulates a commitment to the mission of the National Women’s Hall of Fame and outlines relevant experience as it relates to the job description outlined here, including a list of the five (5) largest major or leadership gifts personally solicited and the size of the gift and type of donor, e.g., foundation, corporation, or individual.

2) A curriculum vitae that reflects work and volunteer experience from college forward.

3) The names and contact information (telephone numbers, mailing and e-mail addresses) of five professional references. References will not be contacted without the prior knowledge and consent of candidates.

Communications, nominations, applications, and inquiries concerning this search should be directed to:
Rachel Keir, Executive Director
rkeir@ccsfundraising.com

Additional confidential materials will be shared with qualified candidates.
We look forward to your application.

The National Women’s Hall of Fame was founded to bring the contributions and achievements of American women fully into our national narrative. The Hall is thus an institution fundamentally committed to inclusion and seeks candidates who fully embrace this commitment. Likewise, the Search Committee earnestly solicits applications from qualified candidates without unlawful discrimination on the basis of race or ethnic heritage, national origin, sexual orientation or gender expression, religion, age, family or marital status, disability, or any other category protected by law.