BACKGROUND

The National Women’s Hall of Fame invites applications from experienced, driven, and creative candidates for the position of Senior Director of Development (DoD). Candidates should be attracted to the opportunity to provide transformative fundraising and 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 in 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.

THE PATH FORWARD

In 2020, the National Women’s Hall of Fame Board of Directors moved to evaluate its readiness to undertake a 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. The Board of Directors approved of a two phased, $25 million effort recommended by CCS and began work in December 2020. Among the first priorities to support the overall path forward were the recruitment of an experienced Executive Director to lead the Hall (hired in July 2021), the expansion of key staff and organizational capacity, funding and addressing ongoing rehabilitation and capital needs, and establishing a foundational operational and endowment support. 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, then ramping up to address capital needs and programmatic opportunities.

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

$5 million effort focused on leadership hires, the development of a strong framework of financial support, and implementation cohesive fundraising systems. In addition to advancing 2nd, 3rd, and 4th floor existing renovation and exhibit needs.

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<th>CALIBRATION PERIOD</th>
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<td><strong>3 – 6 MONTHS</strong></td>
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Board and Executive Director to assess dashboards and output. Once readiness signals are presented, board can authorize a transition.

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| **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.
THE POSITION

The Senior Director of Development will create and lead the development and execution of the National Women’s Hall of Fame’s giving programs to increase, diversify, and sustain philanthropic support in service of two key priorities:

1. Completion of the Seneca Knitting Mill, home to the National Women’s Hall of Fame in Seneca Falls, NY;
2. Expansion of the Hall’s national footprint through an ambitious agenda of new programs and exhibits.

In partnership with the Executive Director, the Senior Director develops and drives the giving strategies and operations to identify and pursue a range of funding from individuals, corporations, and foundations.

The Senior Director reports to the Executive Director, and the two positions work in close partnership to cultivate, solicit and steward donors. This is a fully remote position with a requirement for travel, including to Seneca Falls, NY for events and donor meetings, when appropriate.

LEADERSHIP RESPONSIBILITIES

• Lead the creation and execution of a comprehensive strategy and implementation plan for philanthropic support from individuals, corporations, organizations, and foundations in support of funding priorities;
• 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;
• Create and lead a committee(s) of Board members and volunteers who assist with development efforts;
• Serve as an active and engaged member of the leadership team, reporting to the Executive Director

PROGRAM DEVELOPMENT AND IMPLEMENTATION

• Create and oversee a major gifts program to identify, cultivate, solicit, and steward prospects, supporting an overall campaign to raise more than $25 million over the next 5 years. Utilize prospect research and predictive analytics to prioritize prospect outreach and develop strategies for engagement.
• Create and oversee implementation of other individual giving programs, including leadership giving, planned giving, Inductee philanthropy, and broad-based solicitation efforts for members and annual donors
• Build and oversee a corporate giving program that prioritizes the engagement, solicitation, and stewardship of a wide range of national and regional partners whose contributions advance key organizational priorities, including the Induction Ceremony and national programming;
• Maintain relationships with corporation, foundation and governmental representatives, and produce including proposals, reports, presentations, invitations, and other correspondence as needed to advance philanthropic discussions

ADDITIONAL RESPONSIBILITIES AND TASKS

• Develop and manage major and principal gift portfolios for both the Senior Director and the Executive Director and key Board members;
• Develop cultivation and solicitation strategies – from initial inquiries to written proposals - for advancing philanthropic discussions and coordinate activities with the executive director, the Board, and key volunteers;
• Strategically engage volunteers and volunteer committees to assist with the identification, cultivation, solicitation and stewardship of prospects;
• Work closely with the leadership team to assess and pursue funding opportunities that align with facility and programmatic priorities;
• Develop programming packages in partnership with the Learning & Engagement Manager to attract, upgrade, and retain philanthropic partners;
• Lead the planning and execution of site visits, meetings, and events for donors and prospective donors;
• Serve as external expert and resource, seeking out and participating in programs, conferences, and events that raise the profile of the National Women’s Hall of Fame nationally and advance philanthropic priorities;
• Oversee staff and volunteers who assist with gift processing, acknowledgements, and database management functions;
• Prepare and adhere to an annual budget and work plan

THE CANDIDATE

The ideal candidate possesses 7-10 years of experience in fundraising or a related field. Candidates with less direct experience may be considered for a Director of Development title, with the possibility of advancement and growth into a Senior Director position over time. This candidate should have 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. Additionally, this individual is committed to advancing a vibrant institution that reflects and embraces diversity in both staff and Board members, the Hall’s donor base, and cultural consumers. They should exude a warm, personal manner and is easily approachable by staff, Board members, volunteers, and all other constituencies within the sphere of the NWHF. Finally, this candidate should be willing to adhere to a flexible schedule knowing some weekend and holiday work may be necessary and understand that this position is fully remote position with regional or domestic travel required.

Desired Qualifications:

• Proven ability to advance relationships that result in philanthropic support of mission.
• Experience in building or enhancing giving programs, especially in the field of individual giving.
• Demonstrated success in leading volunteers and/or teams to develop and secure philanthropic gifts.
• Knowledge of best practices within the fundraising landscape, including giving trends and legal requirements.
• Proficient in data analysis and using data insights to drive action.
• Working knowledge of annual fund, leadership giving, and planned giving strategies.
• Demonstrated critical thinking, planning, and goal-setting skills.
• Ability to thrive in a rapidly changing environment.
• Demonstrated experience using a database to manage and advance relationships.
• Confirmed strength in project plan development, management, and execution; an ability to drive sophisticated, multifaceted projects forward to deliver results on time.
• Outstanding written, verbal, and interpersonal communication skills.
• Proficiency in organizing and synthesizing complex information succinctly.
• Some weekends, evenings and holidays required; flexible schedule necessary.
• Fully remote position with regional or domestic travel required.
APPLICATION

An internal hiring team has been established to conduct this search on behalf of the National Women’s Hall of Fame and the search will be managed by CCS Fundraising. Inquiries 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 November 5, 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 five (5) major or leadership gifts personally solicited and the size of the gift and type of donor, e.g., foundation, corporation, or individual.

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

Communications, nominations, applications, and inquiries concerning this search should be directed to:

Rachel Keir, Senior 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.