

Forever Maryland Foundation

Vice President for Advancement

Position Description

Background

Forever Maryland was created in 2018 to address an identified need for new and creative programs, projects, and services to advance the land conservation movement across the state of Maryland. Working closely with conservation-focused organizations and agencies in the public, private, and voluntary sectors, Forever Maryland is positioned as the only nongovernmental Maryland-specific statewide organization dedicated to mobilizing private philanthropic support and public sector resources in support of the land conservation community, local land trusts, regional conservation partnerships, and other partner organizations to advance land conservation priorities in Maryland.

This position will work closely with Forever Maryland's President and volunteer leadership to advance the organization's mission, vision, objectives, and aspirations in fundraising and communications & marketing.

Forever Maryland offers a comprehensive business plan to introduce innovative strategies to connect and engage Maryland's residents and visitors in service of conservation of our state's unique natural and cultural resources while nurturing new ways to grow Maryland's protected acreage. Its core programs and initiatives are intended to reflect Forever Maryland's commitment to assisting landowners and communities to preserve, protect, and promote Maryland's natural resources in a manner that strengthens Maryland's land trust sector and increases public participation in and awareness of the benefits of healthy landscapes and historically vital lands and natural resources.

The strategic imperative is to position Forever Maryland at the forefront of a next generation strategy for the land conservation movement and secure private philanthropic funds and public sector resources in support of top priority conservation issues, initiatives, and programs. Forever Maryland engages the public in land conservation through strategic alliances, public-private partnerships, educational programs, outreach initiatives, and a variety of volunteer opportunities.

Forever Maryland is funded in its first two years in large part by a grant from Maryland Environmental Trust, with additional support from private philanthropic resources.

The Position – Vice President of Advancement

Forever Maryland seeks a dynamic individual with an entrepreneurial and passionate spirit for the role of Vice President of Advancement, to create and propel a powerful fundraising and communications & marketing program that inspires broad engagement and sustained philanthropic investment.

This position reports to the President and serves as the chief advancement officer. This position will be responsible for leading and managing all aspects of Forever Maryland's fundraising and communications & marketing program, based on a comprehensive plan that includes major/principal gifts, corporate grants & sponsorships, foundation & public sector grants, the Annual Fund, legacy giving, special events and other fundraising initiatives, and (from time to time) major fundraising initiatives for capital and endowment purposes, as well as all internal and external communications, social media utilization, and marketing initiatives.

The Vice President of Advancement will be expected to build and grow positive relationships with an array of constituents in the public, private, and voluntary sectors. The objective will be a program with a sufficient level of annual and multi-year grants, gifts, and commitments to support and sustain Forever Maryland's operations. This role requires an entrepreneurial-minded and results-oriented professional capable of stepping right in to build a comprehensive fundraising program and communications & marketing operation. Beyond the **Essential Responsibilities** and **Key Requirements** detailed below, it is imperative that the successful candidate has a deep and genuine passion for the mission and vision of Forever Maryland,

Forever Maryland's initial operating budget is approximately \$1.0 million, with two-thirds funded by a major grant and one-third funded by private philanthropic support. Beyond the first two years, the operating budget will be funded primarily by private philanthropic support. Working collaboratively with the President, the volunteer leadership and other volunteers, and philanthropic counsel, the Vice President of Advancement will address four major priorities:

- Build an **annual giving program** via an Annual Fund, major gifts, legacy commitments, and (as appropriate) special events to support the annual operational costs of Forever Maryland.
- Identify, research, engage, and secure **strategic individual and corporate partnerships and sponsorships** to support Forever Maryland's array of programs and initiatives, including its Annual Maryland Land Conservation Conference and the Keep Maryland Beautiful Grants Program.
- Develop grant proposals for **foundation and public sector (state & federal) resources to support Forever Maryland's short- and long-term priorities.**
- Present Forever Maryland's **compelling story and key messages** to the organization's constituents, key partner organizations, and the general public to build, improve, and expand **active citizen engagement** across the state in Forever Maryland's strategic collaborations and partnerships.

Essential Responsibilities

The Vice President of Advancement will:

- Establish, lead and manage the implementation of fundraising strategies and goals, both long-term and annual, designed to sustain Forever Maryland's annual operations and long-term ambitions.
- Align the desires, needs, and aspirations of donors with Forever Maryland's core programs, operational needs, and strategic vision.
- Craft the emotional, compelling, and data-driven messages that present current and prospective donors and volunteers with the answer to the questions, 'Why should I care?' 'Why should I get involved?' 'Why should I give?'.
- Serve as a member of the Forever Maryland leadership team, focusing on the need to maintain alignment between program priorities, fundraising opportunities, and operational realities.
- Develop and lead a development team of mostly volunteers and will bring the overall development plan to life. Embrace a highly collaborative work environment and optimize the talents and skills of all staff and volunteers to maintain a prioritized focus on the strategic and tactical goals in fundraising and communications & marketing.
- Work collaboratively to ensure appropriate and necessary policies, procedures, processes, and best practices are in place, especially to optimize the value of the organization's CRM system in the identification, research, engagement, asks, and stewardship of all donors and prospective donors.
- Introduce a grants-focused component within the fundraising operation designed to seek and secure grants from public sector sources as well as local and national foundations to advance Forever Maryland's program priorities.
- Serve as the primary staff working with the Board's Advancement Committee.
- Prepare regular reports (monthly/quarterly/annually) on fundraising performance and communications achievements.
- Maintain regular communication with staff and volunteer leaders on fundraising strategies, work plans, and communications messaging to optimize a total team engagement in fundraising endeavors.
- Manage the organization's donor database management system and gift records to ensure all gifts and pledges are documented by source and purpose.
- Provide basic orientation for staff and volunteers regarding fundraising and advanced training, as appropriate, on best practices in the fundraising process.
- Create and build appropriate annual strategic events to maximize fundraising impact through engagement and follow-up with donors and prospects.
- Develop and maintain relationships with other fundraising leaders in Baltimore, throughout Maryland, and (as appropriate) at the national and regional level to optimize opportunities to continuously benchmark best practices and represent

the interests of Forever Maryland.

Key Requirements

The successful candidate will be expected to possess the following characteristics:

- **Mission:** A passionate and authentic voice for the Forever Maryland mission, vision, and core values; and, a demonstrated commitment to land conservation and Maryland.
- **Relationship Building:** An interest in and a commitment to creating effective working relationships with Maryland's land trusts and conservation organizations.
- **Local Knowledge:** Familiarity with Maryland, its principal cities and regions, and the local philanthropic landscape is preferred.
- **Leadership:** Able to relate to and lead people with a diverse array of interests, backgrounds, and experiences, reflecting a genuine interest in each person's perspective and potential.
- **Communication:** Able to engage people within and outside of land conservation and to articulate a clear and concise vision for the role of philanthropy in the success of Forever Maryland. Adept at creating and communicating compelling narratives that inspire.
- **Operational Effectiveness:** Insightful leader with strong strategic and critical thinking skills. Comfortable with innovation and an entrepreneurial environment. Able to invest resources in well-designed initiatives that deliver results to achieve objectives. Ability and interest to be a hands-on leader who enjoys doing the work as well as leading the work.
- **Personal Growth:** Adept at sharing authority and demonstrating integrity, courage and humility. Dedicated to continuous learning to build new skills and knowledge of evolving best practices.

Qualifications

- Bachelor's Degree required; Master's Degree preferred.
- **Minimum of seven years of leadership experience in fundraising and communications & marketing**, with progressively increasing responsibility.
- Experience working with and promoting the success of fundraising work by members of a Board of Directors and other volunteer leaders.
- Strong interpersonal and communications skills, including an ability to listen well.
- Experience with asking for and closing mega- and major-level gifts from individuals, foundations and corporations.
- Experience with donor-centered moves management practices (preferred).
- Strong written and oral communication skills.

- Supervisory experience and ability to develop a strong team culture.
- Knowledge of development database software (SalesForce preferred).
- Strong knowledge of development operations processes and best practices.

Working Environment & Physical Demands

Work is primarily performed in a virtual office setting. The primary equipment will be a computer, telephone, and other office equipment. Travel will be mostly within Maryland and the mid-Atlantic region. Occasionally, work will include setting-up, staffing, and breaking down special events.

Compensation

Range is \$90,000 - \$100,000, based on experience and other qualifications. A competitive benefits package will be provided, including health insurance, long-term disability, group life insurance, retirement matching program, dental, and vision.

To Apply

Please submit by e-mail a cover letter (including salary expectations), CV or resume, and list of three professional references to ted@ForeverMaryland.org. While the search will remain open until the position is filled, interested candidates are asked to respond by October 23, 2020.

Forever Maryland is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity and expression, national origin, age, marital status, disability, veteran status, genetic information, or any other basis that is protected by relevant state and federal law.

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