



THE ANGELETTI GROUP, LLC
NEW VERNON, NEW JERSEY

EXECUTIVE SEARCH
FOR
DIRECTOR OF DEVELOPMENT



October 2019



THE OPPORTUNITY

The Angeletti Group invites you to explore a unique development position in the New York City metro region. The Woodlawn Conservancy, a not-for-profit 501(c 3) support organization dedicated to the preservation and interpretation of the Woodlawn Cemetery (est. 1863) seeks a seasoned gift-oriented professional. Woodlawn has been designated a National Historic Landmark with “the largest and finest collection of funerary art in the country” with over 300,000 people memorialized within Woodlawn’s 400 acres. Among the notables at rest are Elizabeth Cady Stanton, Edward Kennedy “Duke” Ellington, Jay Gould, F.W. Woolworth, Fiorello LaGuardia, Joseph Pulitzer, Herman Melville, and Celia Cruz. The successful candidate will have a proven ability to interact with the descendants of legacy families to cultivate and engage their interest in the efforts to restore and maintain these architectural treasures and the history of those at rest.

WOODLAWN CEMETERY TODAY AND THE WOODLAWN CONSERVANCY



Woodlawn continues to serve the community as an active cemetery while hosting thousands of visitors each year. In 1999, the Trustees of the Woodlawn Cemetery established the Conservancy to raise funds and awareness about the significance of Woodlawn as a cultural resource and the need to protect it for generations to come. In recent years, the Conservancy obtained support of its inventory collection of 6,300 trees resulting in certification as a Level II

Arboretum, launched a preservation training program for underserved youth, and established the student Leadership & Legacy initiative to inspire the next generation of stewards. In addition to providing programming for the public, the Conservancy is dedicated to working with Woodlawn’s Lot Owners and their descendants to preserve the monuments as well as the ornamental gardens commissioned by their ancestors. Memorials created by McKim Mead & White, Beatrix Jones Farrand, Samuel Yellin, Tiffany Studios, Carrere & Hastings, Ellen Biddle Shipman, Daniel Chester French, Alexander Archipenko, and Sir Edwin Lutyens are a few of the many that grace Woodlawn’s grounds.

THE DIRECTOR OF DEVELOPMENT

The Director for Development will first and foremost be an advancement professional of exceptional skill, impeccable ethics, and extraordinary experience. The Director of Development, reporting to the President and CEO, provides leadership and guidance in achieving the fundraising objectives for the organization. He/She will be responsible for the management of the Development effort, which includes implementing and coordinating the



Conservancy's total fundraising program with measurable results. Key to this effort is the cultivation of lot owner descendants, many of whom have established philanthropic foundations that require engagement. Areas of focus include: prospect research, cultivation, solicitation, stewardship of targeted prospects, special fundraising events, and building the President's Circle (gifts of \$1,000+) and Legacy Circle. The most important element is the ability to be an active community member who will personally cultivate and solicit a portfolio of major and planned gift prospects, and tangibly produce results.

AREAS OF EMPHASIS FOR THE DIRECTOR OF DEVELOPMENT

- Create and implement a comprehensive Development Plan to be reviewed and approved by the President and the Board.
- Create and actively manage a portfolio of major gift prospects capable of making gifts at the four-to-seven-figure levels. Research, identify and cultivate new gift prospects using a "moves management" approach and tracking methodology in Woodlawn's CRM. Actively contact a minimum of 15 donor prospects per month with a goal of 2-5 being new prospects.
- Oversee the preparation of written proposals, oral presentations, gift agreements, pledge documents and other materials needed to secure major individual gifts.
- Provide strategic development advice to the President & CEO, Trustees, Directors and staff to ensure proper cultivation and stewardship activities occur, and that new strategies for achieving increased levels of sustainable annual operating funding are implemented.
- Manage the work of the Development Committee/Conservancy Board of Directors, including preparation of meeting schedules, agendas and reports, and follow up with both staff and Committee members on assigned tasks. Prepare materials for and assure that the minutes of meetings are taken and promptly distributed and filed for the record.
- Attend Conservancy Board and/or Cemetery Board meetings as required, other relevant committee meetings providing fundraising reports and analyses as appropriate at those meetings.
- Oversee Legacy Circle, increase donor participation, and work with planned giving advisors and/or consultants to create and implement a strategic plan for the program, including mailings and newsletters and occasional planned giving/family wealth preservation/estate planning seminars.



- Manage Woodlawn fundraising events including the annual Cultivation gathering and President's Circle reception.
- Foster a culture of philanthropy throughout the entire organization by organizing and facilitating fundraising efforts along with Trustees, Directors, Staff, and volunteers.
- Work with the Cemetery's Treasurer and Chief Financial Officer to ensure that gift figures and reports are accurate, on deadline, and reconciled with the Finance Office.

QUALIFICATIONS & PREFERENCES

QUALIFICATIONS:

- Bachelor's degree and at least ten years of diverse fundraising experience, including a demonstrated track record of success with major gifts, private and family foundations, and legacy gift planning.
- Knowledge of the philanthropic landscape of New York City and the Metro Area is highly desirable.
- Ability to meet agreed upon goals of engagement and philanthropy with the Board and President.
- Extensive knowledge of fundraising principles, strategies and approaches.
- Superior presentation and interpersonal skills, and the capacity to inspire and motivate prospective donors; confident and persuasive communicator, with excellent writing skills.
- Goal-oriented, entrepreneurial spirit with ability to generate ideas and move forward with a well-designed targeted plan.
- Familiarity with charitable trusts, gift annuities, bequests, and other planned giving instruments.
- Flexibility to attend special events and occasional evening, weekend meetings, and appropriate travel to donor locales.
- Proficiency in fundraising database use and management, Excel, PowerPoint, Word, and other computer skills required.
- A self-confident, extroverted style that can enliven, engage, and positively impact individuals and groups.
- Proven ability to actively build, manage, and monetize a portfolio of major gift prospects.
- Demonstrated record of personal solicitations from individuals of high net worth, including the design and execution of stewardship strategies.
- Highly organized and able to meet deadlines and manage budgets.
- Ability to work independently within a team-oriented framework.
- High energy, flexible, self-confident and self-motivated.



All employees of The Woodlawn Cemetery are “at will” employees and must adhere to Woodlawn’s “Code of Conduct.”

Woodlawn Cemetery is an equal-opportunity employer. It does not discriminate in employment opportunities on the basis of race, color, ancestry, religion, gender, national origin, age, pregnancy, citizenship status, physical or mental ability, military status, sexual orientation or any other characteristic protected by law.

APPLICATION PROCEDURE

Applications will be accepted until position is filled. To be considered, candidates should submit a resume and specific cover letter to search@theangelettigroup.com

Nominations and confidential inquiries made to:

The Angeletti Group
Harrison House
17 Village Road - PO Box 188
New Vernon, NJ 07976
(973) 540-1400