

# TRUST FOR THE NATIONAL MALL

[www.nationalmall.org](http://www.nationalmall.org)  
Washington, DC

## DIRECTOR OF PRINCIPAL GIFTS – WEST & MIDWEST

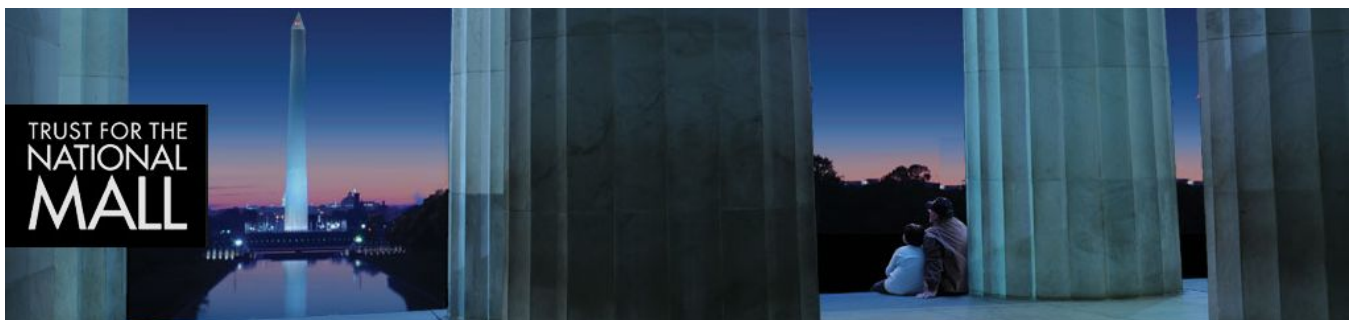
### THE SEARCH

The National Mall, located at the heart of Washington, DC, is the country's premier national park. It is truly America's Front Yard, but also serves as the world's window on America. The park is home to some of our nation's most recognizable monuments, memorials and important events: presidential inaugurations, social and political demonstrations, and historical commemorations. It serves as a symbol of our democracy and provides every American and international visitor a chance to connect with our country's history and heroes. However, with more than 30 million visitors to the National Mall each year and an estimated \$400 million needed for repairs, the National Park Service cannot keep up with the volume of use with continuing reduced budgets. As the official not-for-profit partner of the Park Service, the Trust for the National Mall (the Trust) is dedicated to restoring and improving this important space.

Guided by the Park Service's visionary blueprint for sustainability – the National Mall Plan, the Trust and the Department of the Interior will generate \$700 million over the next eight years to fund the restoration, improvement, and maintenance of the Mall. The Trust is charged with raising \$350 million through private support from individuals, corporations, and foundations. As part of this historic campaign, the Trust is strategically expanding its development team and seeks an energetic, entrepreneurial, and mission-driven fundraiser to serve as the Director of Principal Gifts for the West and Midwest regions. This is a pivotal role responsible for the expansion of the Trust's philanthropic support from top-level individual donors.

Focusing on the growth and diversification of individual philanthropic support, the Director will cultivate, solicit and accelerate the commitment of principal gifts (\$500,000 to \$5 million) from most significant donors and prospective donors. He or she will design and execute innovative plans for the identification, qualification, engagement, cultivation, solicitation, and stewardship of high net-worth donors and prospects. To that end, the Director's primary role is to serve as a visible frontline fundraiser and maintain a portfolio of high-level prospects and donors. He or she will serve as a senior member of the fundraising team and will be one of the primary liaisons to the President and the Board of Directors.

The Director will have an extensive record of closing principal-level gifts, ideally during a significant campaign. Fundraising success in the West and Midwest regions, including Chicago and Los Angeles, is required. He or she will possess the poise to work with philanthropic leaders, as well as the stature and intellectual agility to work with the Trust's leadership. In addition to focused energy and flexibility, the successful candidate will bring superior communication abilities and the professional maturity to build strategic alliances with external and internal constituencies. The Trust has retained [Freeman Philanthropic Services, LLC](#) to assist with this recruitment.





## THE NATIONAL MALL

Pierre L’Enfant, the visionary behind Washington, DC’s layout and design, imagined an open space at the heart of the nation’s capital that would serve as a “monument center” - an urban oasis celebrating America’s most important leaders. More than 230 years later, the National Mall is the fulfillment of L’Enfant’s dreamscape. Extending from the Capitol Building to the Lincoln Memorial and from the White House to the Jefferson Memorial, the Mall immortalizes our nation’s heroes and provides a gathering place for the public to honor, enjoy, remember, protest and mourn. The historic sites include:

- ❖ Lincoln Memorial
- ❖ Vietnam Veterans Memorial
- ❖ Constitution Gardens
- ❖ World War II Memorial
- ❖ The Washington Monument
- ❖ The Mall
- ❖ Ulysses S. Grant Memorial
- ❖ Jefferson Memorial
- ❖ Korean Memorial
- ❖ Franklin Roosevelt Memorial



## TRUST FOR THE NATIONAL MALL

The Trust for the National Mall is the official not-for-profit partner of the National Park Service, dedicated to – in accordance with the Mall Plan – restoring and improving the National Mall, home to the enduring symbols of our democracy for present and future generations. The Trust’s goals are to:

- Support the National Park Service as it implements the National Mall Plan, to address park use, maintenance and facilities;
- Raise the necessary funds to restore, improve and maintain the National Mall as a world-class park;
- Connect visitors to the National Mall’s rich history;
- Develop engaging programs and events that educate and inspire current and future generations;
- Fund an endowment to ensure the Mall’s future maintenance and upkeep.

## NATIONAL MALL PLAN

On Tuesday, November 9, 2010, standing at the foot of the Jefferson Memorial, Secretary of the Interior Ken Salazar and National Park Service Director Jon Jarvis signed the Record of Decision, officially releasing the final National Mall Plan. The Mall Plan provides a framework for the future of the park over the next fifty years, and offers a comprehensive blueprint for the restoration and improvement of the National Mall. This is one of only a small number of plans ever developed for the National Mall since its visionary inception in 1791 by Pierre L’Enfant – it is truly an historic document.

Four years in the making, the Mall Plan sets an ambitious, but achievable vision for a sustainable National Mall, an iconic place that will welcome, inspire, and instill pride in its 30 million annual visitors. The National Park Service incorporated more than 34,000 comments from all 50 states when creating this visionary plan.

The National Mall Plan is a visionary document that will improve the ability of the National Mall to fulfill its multiple and sometimes conflicting purposes to:

- Function as our nation's civic stage
- Preserve our symbols of democracy
- Provide space for public enjoyment, education and recreation

For more information on the National Mall Plan, [click here](#).

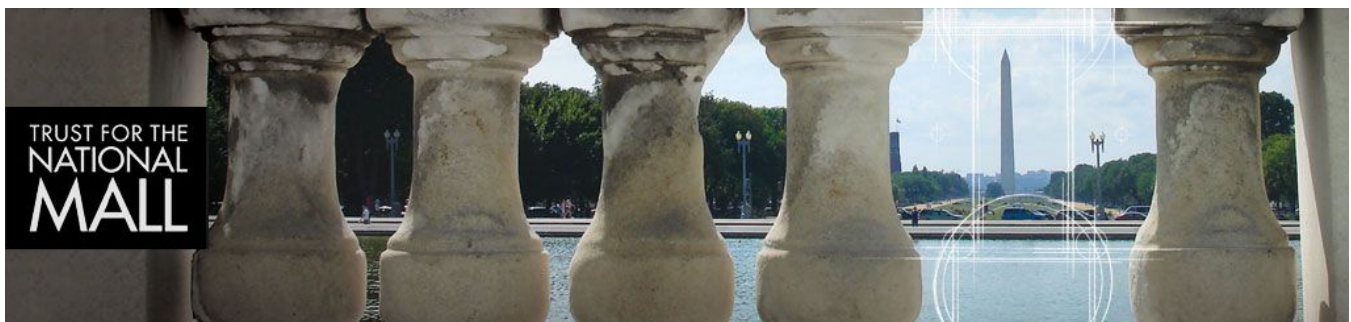
## THE CAMPAIGN FOR THE NATIONAL MALL

The Trust and the Department of the Interior, with the support of the White House, will generate approximately \$700 million over the next eight years in order to fund the restoration, improvement and maintenance of the Mall. The Trust is charged with raising half, or \$350 million, toward this goal through private support from the country's top individual philanthropists, corporations and foundations. This partnership is a new and unique model for working together to restore our nation's most iconic park and then provide for its long-term care through an innovative combination of contributed, endowment, and fee-based revenue.

The Campaign for the National Mall has four primary funding objectives:

1. **Capital Improvements** – to restore the Mall's monuments and memorials, add infrastructure outlined in the Mall Plan, improve the visitor experience, stabilize and maintain the Mall's natural resources as part of a sustainable urban ecosystem, and fulfill its symbolic and civic importance.
2. **Educational Enhancements** – to include improved visitor orientation, enhanced signage and interpretation, and state-of-the-art digital content for both individuals and groups.
3. **Ongoing Maintenance** – to supplement the Department of the Interior's commitment to maintain the capital improvements to the Mall.
4. **Ongoing Operations** – a portion of each contribution (unless otherwise restricted by the donor) will be used to offset the direct cost of the Campaign.

The Campaign is led by Honorary Chair Former First Lady Laura Bush. Along with the Campaign Co-Chairs – leaders in industry, philanthropy and the arts – the Honorary Chair will lead the Campaign Cabinet, diverse volunteer leaders in geography and sector representation.





## LEADERSHIP

- ❖ **President, Trust for the National Mall:** Caroline L. Cunningham, a seasoned strategist in the public and non-profit sectors, is the President of the Trust for the National Mall, the official partner of the National Parks Service dedicated to restoring and improving the National Mall.

As president of the Trust, Ms. Cunningham serves as the liaison to the National Park Service and manages the organization's fundraising, board relations and operations. She brings her non-profit experience to help the Trust achieve its mission of restoring and improving the National Mall, one of the Nation's most recognizable and well-known public spaces.

Previously, Ms. Cunningham was Vice President for Regional Partnership for The Greater Washington Board of Trade where she was responsible for building regional partnerships and directing the Board of Trade's Potomac Conference, a CEO-level leadership forum dedicated to improving the region's economic health and quality of life.

Ms. Cunningham served as Executive Director of the Collis-Warner Foundation founded by high-tech entrepreneur and former Virginia Governor Mark Warner and his wife, Lisa Collis. Cunningham is a seasoned fundraiser having spent fifteen years in political and non-profit development. She served as National Finance Director for the Democratic Governors' Association and raised funds for several members of the House and Senate. As the Development Director at the Women's Campaign Fund, she built successful events and direct mail departments. She started her career at Catholic University's Annual Fund.

- ❖ **Board of Directors, Trust for the National Mall**

- John E. Akridge, III, Chairman, Akridge
- Norman R. Augustine, Retired Chairman & CEO, Lockheed Martin Corporation
- Scott W. Brickman, CEO, The Brickman Group, LLC
- Max C. Chapman, Jr., Chairman, Gardner Capital Management Corp.
- Dr. Barbaralee Diamonstein-Spielvogel, Chair, Historic Landmarks Preservation Center
- Joseph G. Fogg, III, Chairman and Chief Executive Officer, Westbury Partners
- Ambassador C. Boyden Gray, Partner, Gray & Schmitz LLP
- Lanny Griffith, Chief Executive Officer, BGR Group
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- Pamela Scholl, President, Dr. Scholl Foundation
- Senator Timothy E. Wirth, President, The United Nations Foundation
- Senator Daniel K. Inouye, Ex Officio Member
- Caroline L. Cunningham, President, Trust for the National Mall

### ❖ National Advisory Council

- Raymond G. Chambers, U.N. Secretary-General's Special Envoy for Malaria
- The Honorable Thomas A. Daschle, Former Senate Majority Leader
- Dr. Robert Michael Franklin, Jr., President, Morehouse College
- Seth Goldman, Founder, Honest Tea
- Dr. Maxine Isaacs, Lecturer on Public Policy, Harvard University
- Paul X. Kelley, Retired Commandant, United States Marine Corps
- The Honorable Dirk Kempthorne, Former U.S. Secretary of the Interior
- Thomas F. McLarty, III, President, McLarty Associates
- Frank H. Pearl, Chairman & Chief Executive Officer, Perseus, LLC
- Jay Rasulo, Senior Executive Vice President and CFO, The Walt Disney Company

### Marketing & Communications Sub-Committee

- Don Baer, Worldwide Vice Chairman, Burson-Marsteller
- Eddie Garrett, Senior Vice President & Group Director, Digital Strategy, Edelman
- Jamil Ghani, Director, Strategy and New Business Development, Target.com
- Cary Hatch, CEO, Brand Advocate, MDB Communications, Inc.
- Betty Hudson, Executive Vice President, Communications, National Geographic Society
- Rene Huey-Lipton, Vice President, Group Strategy & Insight Director, GSD&M Idea City
- Fritz Johnston, Vice President, Brand Strategy & Advertising, The Boeing Company
- Greg Kihlström, CCO, Carousel30 Interactive
- Vada Manager, Senior Vice President, Public Affairs & Strategic Communications, APCO Worldwide, Former Senior Director, Global Issues Management, Nike, Inc.
- Bill Novelli, Professor, McDonough School of Business, Georgetown University  
Co-Founder, Porter Novelli
- Lee Pilz, Senior Vice President and Account Executive, GSD&M Idea City
- J. Walker Smith, Executive Chairman, The Futures Company
- Roy Spence, Chairman, GSD&M Idea City, CEO, The Purpose Institute
- Ginny Terzano, Principal, Dewey Square Group, Former Senior Director, Public Relations & Corporate Communications, Microsoft
- Jerry C. Welsh, President, Welsh Marketing Associates, Former Head, Worldwide Marketing, American Express Company

## IMPORTANT RELATIONSHIPS

The Director of Principal Gifts – West and Midwest will report directly to the Vice President, Development, Mr. Robert L. Balthaser. Mr. Balthaser came to the Trust in July of 2009 having served as the Director of the Campaign for Scholarships at the University of Maryland. He previously served as the Director of Major Gifts at the American Foundation for AIDS Research (amFAR), the Director of External Affairs at New York University, and the Assistant Vice President for Philanthropy at Pace University.

The selected candidate will manage a personal portfolio of principal-level gift (\$500,000 to \$5 million) donors and prospects in the West and Midwest regions and be responsible for the identification, qualification, cultivation, solicitation, and stewardship strategies.

He or she will collaborate and effectively communicate with colleagues across the Trust to ensure a priority-driven and integrated fundraising process and the effective identification of principal-level gift prospects; specifically, he or she will work closely with the Vice President, Development, other front-line officers, and prospect research to formulate and direct strategies for individuals capable of making significant gifts. The successful candidate will work closely with the President, Board members, colleagues, and volunteers on fundraising initiatives, as appropriate.

## KEY RESPONSIBILITIES

The Director will effectively cultivate and solicit principal-level gifts for the Trust. Key opportunities and challenges include:

- Maintain a portfolio of high-level prospects and donors with the capacity to support the Trust at principal-gift levels (\$500,000 to \$5 million) in the West and Midwest regions;
- Craft and execute strategic plans for the identification, qualification, engagement, cultivation, solicitation, and stewardship of high net-worth donors and prospects;
- Strategically engage and support the President and Board members, colleagues, and volunteers to identify, cultivate, solicit, and steward the most significant donor relationships, as appropriate;
- Collaborate with colleagues throughout the Trust to ensure a coordinated, priority-driven, and collaborative approach to fundraising;
- Maintain best fundraising and operational practices, utilizing clearly defined goals, objectives, and transparent methods with which to measure success.

## IDEAL EXPERIENCE & QUALITIES

The Trust seeks an entrepreneurial fundraiser who will positively contribute to the team. In addition to the demonstrated ability to meet and exceed the responsibilities listed in the preceding section, the ideal candidate will possess the following experience and attributes:

- Extensive record of closing principal-level gifts, including the design and execution of identification, cultivation, solicitation, and stewardship strategies;
- Stature, integrity, and experience to easily gain the confidence of and effectively support senior leaders, volunteers, colleagues, donors and prospects;
- Fundraising success in the West and Midwest regions, including Chicago and Los Angeles;
- Superb communication skills (both written and oral); the ability to create compelling cases for support;
- Significant campaign experience;
- Ability to inspire, generate excitement, shared purpose, and action;
- Confidence and flexibility, combined with focused energy, patience, and a healthy sense of perspective;
- Positive and creative manner of approaching issues and devising sound strategies based on data analysis and good judgment;
- Bachelor's degree required; advanced degree preferred.

## COMPENSATION

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience.

## FREEMAN PHILANTHROPIC SERVICES, LLC (FPS)

FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions. Please visit our [website](#) and [Linked In](#) page for more information about this recruitment and our work.

## APPLICATIONS & NOMINATIONS

Please send all confidential inquiries, applications, and nominations directly to FPS via e-mail at [TrustPGWest@glfreeman.com](mailto:TrustPGWest@glfreeman.com). All applications must include (1) an up-to-date resume, and (2) a formal letter of interest (addressed to FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in his/her career.

*The Trust is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.*