

# GREENPEACE

Chief Development Officer

Washington, D.C.



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# For a Green and Peaceful Future

Our mission: Greenpeace is a global, independent campaigning organization that uses peaceful protest and creative communication to expose global environmental problems and promote solutions that are essential to a green and peaceful future.

Since 1971, Greenpeace has been tirelessly fighting to save the planet from life-changing disasters, including the menace of global warming, destruction of ancient forests, deterioration of our oceans, and the threat of nuclear disaster. Beginning as a small group protesting nuclear testing off the coast of Alaska, Greenpeace is now a world-wide network of activists and supporters, with offices in more than 50 countries.

Greenpeace recognizes the importance of the moment: ours is the first generation to understand and experience the impacts of climate change and global scale ecosystem destruction, and the last generation with a window of time to do something about it.



**30 Million**

Number of supporters worldwide

**55**

Number of countries we operate in

**\$0**

Money we've taken from corporations

## Program Campaign Areas

Greenpeace Oceans Team is tackling the plastic pollution crisis in our seas and campaigning to protect 40 percent of the world's oceans global network of marine reserves.

The Forest Campaign has the ambitious goal of halting deforestation by 2020 including the restoration of important forests that have been damaged.

The Democracy Campaign works to protect the right to engage in nonviolent dissent and reduce the influence of money in politics. Greenpeace understands that a functioning democracy is a precondition for a healthy environment.

The Climate Team is the centerpiece of Greenpeace campaigning as it fights to end all new fossil fuel infrastructure in order to prevent catastrophic climate change and jumpstart a clean energy future.



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# Fundraising for our Planet



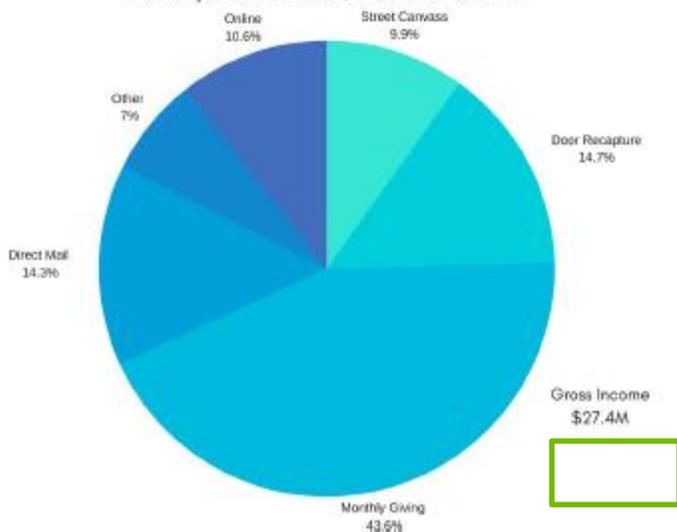
Greenpeace USA safeguards its independence and ability to speak the truth and act boldly. Committed solely to building a better future for the planet, Greenpeace does not solicit contributions from governments or corporations. Greenpeace USA has aspirations to combat environmental challenges, by relying on a 250-person strong fundraising staff and hundreds of thousands of supporters across the United States who give their all in our fight for a green and peaceful future. Greenpeace is hiring a dynamic, visionary and transformational Chief Development Officer (CDO)

to lead the strategy, implementation and day-to-day operations of Greenpeace USA's fundraising programs for Greenpeace Fund (a 501(c)(3) organization) and Greenpeace Inc (a 501(c)(4) organization). The CDO is critical in developing Greenpeace's capacity to raise essential support to sustain the organization and expand its long-term impact. Greenpeace has ambitious goals for growing our net income and supporter base in the next five years. Key to this growth will be increasing acquisition of monthly donors, strengthening retention rates, integration with digital fundraising and fostering a culture of constant testing and innovation.

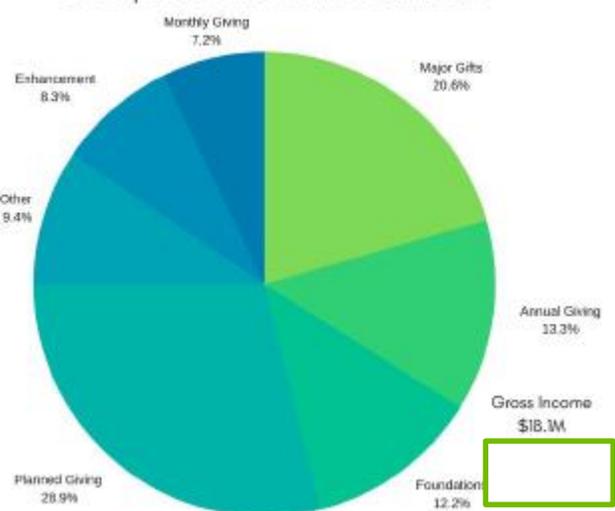
## The Development Program

Collecting nearly \$50M in revenue between the two entities, the organization is in the midst of a fast-growing major-donor and foundations program. Reaching its passionate supporters in a variety of ways, Greenpeace's development portfolio also consists of the in-house canvass, street and door canvasses, direct mail, planned giving, and digital fundraising. All of these fundraising vehicles require constant testing and innovation.

Greenpeace Inc. Income Breakdown



Greenpeace Fund Income Breakdown





## The Opportunity

The Chief Development Officer must be an incredibly ambitious, innovative, entrepreneurial, and seasoned development professional to manage and inspire our strong fundraising staff and supporters. The CDO is responsible for the leadership and management of Greenpeace USA fundraising programs for Greenpeace Inc., Greenpeace Fund, and the Development Department which includes an in-house, street and door canvass, as well as Direct Marketing, Monthly Giving, Major Donor, Foundations and Planned Giving Programs. The CDO serves as a member of the Senior Management Team (SMT), which provides leadership on overall organizational strategy, management, administration, finance, and program development. The CDO will work with the SMT to instill a culture of philanthropy throughout the organization, ensuring that fundraising is a valued and mission-aligned component in all of our work. The CDO also serves as a member of the Global Fundraising Directors team, and a key liaison to the Greenpeace US Boards of Directors. Key responsibilities of the position will include:

- ❖ Ensuring the integration of fundraising programs and strategies within the department and across the organization, particularly working closely with the online team on multichannel donor acquisition, cultivation, and retention.
- ❖ Participating and collaborating with the international community and Greenpeace colleagues around the world, and serving as the key fundraising representative for the US office in global planning and negotiations.
- ❖ Continually strengthening an understanding within the organization about development as a form of activism, communication, and education, and working with the SMT, development managers, the board of directors, and programmatic staff to cultivate a culture of philanthropy in the organization.
- ❖ Supervising, training, and developing the Development staff, including serving as the direct line manager to two senior directors and an operations manager.
- ❖ Collaborate with the Chief Program Officer and senior program leaders in the development, implementation, and evaluation of GP USA's integrated public communications strategies.
- ❖ In collaboration with the Development Management Team, develop a clear vision and fundraising plan to achieve ambitious long-term financial growth for the organization.
- ❖ Provide leadership to development managers in executing the implementation of annual and multi-year development strategies and plans for all aspects of Greenpeace USA's fundraising program, including short- and long-term measurable goals.
- ❖ Regularly monitor and review all vendors providing services to Greenpeace USA's development program against agreed budgets and performance criteria.

# The Candidate

Greenpeace is seeking a dynamic individual who will have significant experience managing large teams, driving significant growth, and deep experience in digital fundraising, canvasses, monthly giving programs, and/or major gifts and foundations programs. This is an ideal opportunity for a driven professional with strong philanthropic networks, demonstrated success in reaching ambitious fundraising goals, and a commitment to fighting climate change and preserving the planet for future generations. The ideal candidate will possess:

## Background

- ❖ At least 10 years of experience in non-profit development, including at least 5 years fundraising at the senior management level in large non-profit organizations
- ❖ Bachelor's degree is required; graduate degree preferred.

## Skills and Accomplishments

- ❖ Experience building and managing complex budgets, for both annual and multi-year plans - including providing financial analysis.
- ❖ Strong management skills, including 7 to 10 years of experience supervising and leading diverse, complex teams, including staff members who work around the world to achieve ambitious results.
- ❖ Ability to serve as a key member of the Senior Management Team. Experience with organizational strategy and planning at the senior level, particularly with change management.

- ❖ Experience and proven track record of building relationships with foundations to ensure funding.
- ❖ A demonstrated commitment to racial and gender equity, and social justice.
- ❖ Excellent communication skills including excellent written and oral skills, and the ability to present complex issues with clarity to a diverse range of audiences.
- ❖ Sound judgment and willingness to make tough and strategic decisions.
- ❖ Able and willing to travel and work outside normal business hours as needed.
- ❖ Entrepreneurship, including a proven ability to develop and execute new fundraising models.
- ❖ Extensive experience in leadership positions for monthly donor, canvass, and/or major gifts programs.
- ❖ Experience with personally cultivating and soliciting high-value supporters, foundations and directly engaging board members with fundraising efforts is a plus.
- ❖ Experience implementing and managing the operational infrastructure required for a successful development program, including database systems and vendor and finance management.



# GREENPEACE

Questions, résumés, and CVs should be sent  
to [search@driconsulting.com](mailto:search@driconsulting.com)

All first-round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

Greenpeace is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.



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