



Appalachian Voices

Advancement
Officer

Charlottesville
VA



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Safeguarding Our Environment and Our Future



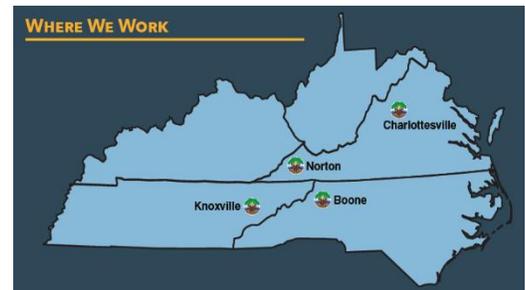
We envision an Appalachia with healthy, intact ecosystems and generative local economies that allow communities to thrive.

Founded in 1997, Appalachian Voices brings communities together to work for environmental and economic justice for Central and Southern Appalachia and ultimately, for the United States.

For more than a century, Appalachian communities have powered the growth of America's industrial might—and have endured the resulting pollution, damaged lands, and poverty. Today, Appalachia

is on the frontlines of an American energy transition. Together with local citizens, Appalachian Voices fights to protect the land, air, and water of the region and to build a generative and equitable clean energy economy that fosters local prosperity and achieves meaningful and lasting change across the country.

Appalachian Voices is fueled by an abiding love for our common wealth: our mountains, rivers, forests, farms, and communities. It respects the depth and complexity of the region's history and honors cultural traditions that uphold the integrity of the land and people. Working to bridge policy and cultural divides rather than exploit them, it develops consensual, innovative change with exponential impact.



Campaigns For Change

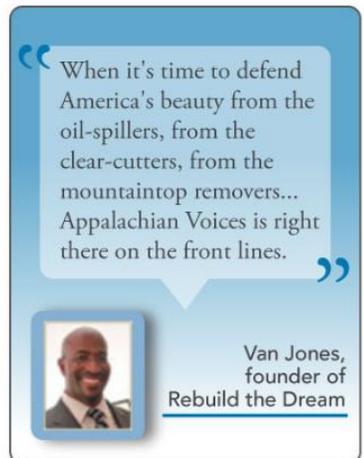
Appalachian Voices believes change must begin at the community level, where there is opportunity to transcend the polarization obscuring common interests and values and impeding the collective action needed to overcome powerful interests. Appalachian Voices realizes its vision by seizing local opportunities to embrace clean energy and build wealth; rejecting extractive, polluting industries; and defending Appalachia's unsurpassed natural heritage.

Building a New Appalachian Economy: Appalachian Voices collaborates with regional partners and leverages public and private funding for stakeholder-driven initiatives, including supporting emerging industries, repurposing coal-impacted lands, and developing a local clean energy economy.

Transforming Our Energy System: As market and technological advancements render the centralized fossil fuel model obsolete, Appalachian Voices works to shift the balance of power by building non-traditional coalitions to create systemic change and securing policies that drive clean energy growth.

Preventing Investments in Fossil Fuels: Appalachian Voices challenges antiquated policies and rubber-stamping regulatory entities that govern the development of gas pipelines and associated infrastructure. It has delayed both the Mountain Valley and Atlantic Coast pipelines and will continue challenging fossil fuel proposals at every opportunity by elevating community voices and growing grassroots opposition.

Addressing Coal's Impacts: As a trusted regional advocate and watchdog, Appalachian Voices will remain vigilant as the White House and some in Congress do everything in their power to incentivize mining. It will continue to fight this agenda, responding to the legacy impacts of coal, exposing the true costs of the industry's dirtiest methods, and building local power to prevent new mining and hold coal companies accountable.



Maximizing Our Impact

The Appalachian Voices team is a passionate group of individuals, each bringing unique skills to address important issues at the intersection of environmental and economic justice. It is joined by a regional and national network of people who believe in the innovative, cutting-edge, and socially just energy policies Appalachian Voices advocates for every day.

With this network's generous support, Appalachian Voice has grown 70% in size over the past 6 years and has nearly doubled its revenue to \$2.8 million. This growth has had a transformative impact, enabling clean-up of hazardous coal ash ponds, introduction of solar power to previously coal-

dependent regions, and successful advocacy for more than \$300 million in federal funding to restore mine land.

Appalachian Voices' impressive growth has led to the adoption of a new three-year strategic plan, **"Energy Democracy and Our Common Wealth,"** that seeks to turn its growing visibility and influence into strategic campaigns that combine collaborative leadership, powerful partnerships, and grassroots power building with a tradition of technical, policy, and political expertise. A pillar of the strategy is the expansion of a major individual gift program to augment overall income and to create a sustainable and high-impact revenue stream.



Executive Director Tom Cormons, J.D.

Tom has been part of Appalachian Voices since 2007 and took the reins as Executive Director in 2013. The organization has expanded under his leadership to include new programs advancing energy and economic solutions, new offices in Southwest Virginia and Knoxville, Tennessee, and new initiatives to address the harmful impacts of fossil fuels. Tom previously clerked with the Environmental Defense Fund and the Piedmont Environmental Council.

Deputy Executive Director Kate Boyle

Originally from the small town of Cashiers in the Blue Ridge Mountains of North Carolina, Kate has more than fourteen years of experience campaigning on energy issues at the national and regional levels. Kate joined Appalachian Voices in 2010 and became Deputy Executive Director in 2017. Prior to joining Appalachian Voices, Kate worked in Washington, DC with Greenpeace and Rainforest Action Network.





The Opportunity

Appalachian Voices is seeking an Advancement Officer who will play a critical role in supporting the growth of the organization and its fundraising efforts. The Advancement Officer will work as part of a high-performing fundraising team to develop and implement an effective philanthropy program that will support Appalachian Voices' recently completed strategic plan. The Officer will serve as the principal major gift fundraiser, managing a nationwide portfolio of major donors and prospects with current giving ability of \$5,000+ in support of Appalachian Voices' ongoing operations and strategic initiatives, with the possibility for gifts of \$100,000+ once the portfolio is developed.

Key responsibilities include:

- ❖ Act as the primary relationship manager for individual major gift donors: identify, cultivate, solicit, and steward major gift donors and prospects.
- ❖ Manage a portfolio of 150 donors, including donors with the capacity to give 5-figure gifts; work closely with leadership to develop 6-figure gifts.
- ❖ Develop tailored donor strategies and cultivation plans for each donor in the portfolio, taking into account the donor's interests, motivations, and preferences.
- ❖ Travel extensively in the Southeast and regularly throughout the U.S. to broaden engagement of donors with Appalachian Voices' work.
- ❖ Collaboratively develop, manage, and implement a strategic plan designed to acquire, qualify, and cultivate new major gift opportunities, with a focus on growing the pool of donors capable of making 5- and 6-figure gifts.
- ❖ Prepare Board, staff leadership, and other influencers involved in donor relationships for meeting and events.
- ❖ Regularly communicate with major gift donors in person, by phone, electronically, and in written materials.
- ❖ Closely monitor the acknowledgment and recognition process to ensure donors are properly stewarded.
- ❖ Persuasively convey the mission of Appalachian Voices to diverse groups who are important to the organization's overall prosperity.
- ❖ Assist with donor communications, including regular updates, the Annual Report, End of Year solicitations, and other fundraising pieces as needed.
- ❖ Track interactions with donors and maintain the integrity of those records, including upholding key deliverables and deadlines.
- ❖ Work collaboratively as part of the Development team to achieve annual goals.
- ❖ Keep the Development Team and leadership current on major gifts work via briefing and debriefing materials.



The Candidate

To be successful in the Advancement Officer role, the candidate will need to identify, cultivate, solicit, and steward donors and prospects with a range of financial means. The ideal candidate for this role will be organized, disciplined, impact-focused, and adept at translating complicated ideas and outcomes into appealing donor communications and fundraising packages. The ideal candidate's specific qualifications include:

Background

- ❖ At least five to seven years of experience in non-profit development, including at least two years working with high net-worth donors.
- ❖ Prior experience in environmental or economic justice, social justice advocacy, or policy advocacy is preferred.
- ❖ Bachelor's degree is required.

Fundraising Skills and Accomplishments

- ❖ Deep experience in all stages of major donor portfolio management, from identification to stewardship.
- ❖ Enthusiastic commitment to a high-touch model of donor cultivation with an ambitious schedule of personal visits, telephone, and email outreach.
- ❖ Charismatic interpersonal style that establishes quick connections with donors.
- ❖ Record of successfully soliciting 5-figure and, preferably, 6-figure gifts.
- ❖ Demonstrated ability to analyze donor data and develop a systematic and strategic approach to pipeline development.
- ❖ Knowledge of moves management systems and processes necessary to advance major donors in their commitments.

- ❖ Excellent communication and presentation skills; ability to translate complex policy work into tailored and compelling donor messages.
- ❖ Record of working closely with a chief executive, as well as policy and senior strategy teams, to develop concept papers and proposals on new areas of work and new areas of interest for funders.
- ❖ Record of successfully engaging senior leaders and Board members in the fundraising process.

Personal Characteristics and Leadership Style

- ❖ Ambitious and driven work ethic with the ability to take the initiative and work to high standards.
- ❖ Comfort working in a collegial, goal-oriented, and entrepreneurial environment.
- ❖ Exceptional organizational skills and judgement necessary to manage competing priorities and long-term projects.
- ❖ Intellectually curious; ability to develop a deep understanding of, and speak authoritatively on, programs and activities.
- ❖ Commitment to the mission of Appalachian Voices and sincere interest in the region.





Appalachian Voices

Questions, résumés, and CVs should be sent
to 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.

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



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