



Vice President of Giving and Impact  
The Wilderness Society  
Multiple Locations Considered

*"The Wilderness Society, with its coalition-based approach, has been involved in nearly every public lands victory of the last century, and I am honored to lead it into the future. Wild places and our public lands are vital to the health of our environment, our communities, and our climate. I am eager to work alongside our dedicated staff, partners, and supporters to ensure these treasures are protected for all to enjoy."*

- Tracy Stone-Manning, Incoming President

## THE SEARCH

The Wilderness Society (TWS), one of the nation's leading conservation organizations, seeks a seasoned, entrepreneurial, and dynamic Vice President of Giving and Impact (VP) to lead and evolve its comprehensive fundraising operation to even greater levels of success. Reporting to President Tracy Stone-Manning early in her tenure and serving as a key member of her senior leadership team, the VP will be a critical agent of transformational change for both TWS and its impact on the fight for climate, conservation, and communities. The VP joins the organization as the giving and impact division has steadily increased its fundraising success year-over-year and is presented with a unique leadership opportunity to continue this upward trajectory through the implementation of a strategic vision, the ability to synergistically collaborate across the organization, and a dedication to building compelling cases for support in alignment with TWS' strategic priorities.

With oversight for a high-performing team of 20 giving and impact professionals, with four direct reports, the VP will optimize the impact of TWS' fundraising channels across major, corporate and foundation relations, and planned giving in an integrated and collaborative way. The VP will also oversee fundraising efforts for the Action Fund, a 501c4 organization which mobilizes grassroots advocacy and civic engagement to protect our public lands and waters. Success, in part, will consist of implementing creative fundraising tactics that leverage the full breadth of TWS' reach and programming; conceptualizing progressive engagement and stewardship strategies; elevating and expanding a robust donor pipeline, including diversifying funding sources and emphasizing the growth of individual giving programs; and

establishing clear and achievable goals. By further developing a distributed and coordinated fundraising operation across the organization, the VP will engage with TWS' network of state directors and program leads, empowering and providing them with the necessary levels of support to cultivate and steward donors in their respective regions or areas. Leading by example, the VP will demonstrate success in personally cultivating, soliciting, and stewarding major and principal gifts from various funding sources, as well as the ability to guide and support senior leaders on giving and impact related activities within the organization. As a liaison to and steward of the Governing Council's philanthropy to TWS, in close partnership with the President, the VP will guide, inspire, and motivate this dedicated group of volunteers as it relates to fostering and elevating their levels of engagement with and support of the organization. Critical to success will also be the VP's ability to fully leverage the talents, insights, and networks of this committed group of volunteer leaders.

The successful candidate must possess extensive fundraising experience across a wide range of philanthropic sources (major, planned, and principal gifts; membership; corporations and foundations), as well as a demonstrated skillset in developing annual fundraising and multi-year revenue goals for a growing organization. This individual will possess a strategic leadership orientation and the ability to serve as an active and contributing member of a senior leadership team. With an entrepreneurial approach, the VP will importantly possess a deep connection to TWS' mission and a personal enthusiasm for guiding the giving and impact team toward greater levels of success, while nimbly navigating the challenges and opportunities of today's evolving conservation landscape. As a leader, the VP will promote a culture of excellence, collaboration, and professional growth and set clear direction, priorities, and measurable goals for the division. Importantly, the VP must share a sense of service to aid the protection of natural resources and possess the aptitude to engender this dedication in others.

TWS' main office is located in Washington, D.C. and has multiple regional offices across the United States. Ideally, this position will be based in Washington, D.C. but may also be in one of the following states: Alaska, Arizona, California, Colorado, Idaho, Montana, New Mexico, Washington, Maine, and North Carolina. Other locations may be considered.

The Wilderness Society has retained Jack Gorman of Isaacson, Miller, to conduct this important search. Inquiries, nominations, and applications may be directed in confidence to the search team listed at the end of this document.

## ABOUT THE WILDERNESS SOCIETY

Since 1935, [The Wilderness Society](#) (TWS) has been uniting people to protect America's wild places. TWS has led the charge to protect nearly 112 million acres of wilderness since its inception and has been at the forefront of every major battle to protect and defend America's cherished public lands. The commitment of TWS' [members and supporters](#), of which there are more than one million, enable the organization to work tirelessly to preserve the places people love and depend on, from the boreal forests and alpine tundra of Alaska to the serene lakes and rivers of Maine's north woods.

As TWS continues to scale its work to address the existential threat of climate change, the loss of biodiversity, and deep inequities with access to the benefits of nature, the organization emphasizes three key issues:

1. [Climate Change Solutions](#): Working to protect public lands from destructive energy development and ensuring they are managed to fight climate change.
2. [Connected Landscapes](#): Working to protect wild lands and waters that will sustain life itself – allowing communities and species to adapt and endure amid the climate crisis, sprawling development, and other threats.
3. [Community-Led Conservation](#): Helping to ensure all people can enjoy the many benefits of public lands, regardless of zip code, background, identity, or income level.

To support these efforts, TWS is working to build the [30 x 30 movement](#) to address the devastating loss of nature across the globe. Building on the 12 percent of U.S. lands TWS and its allies have already helped protect since its founding, the organization and its partners have embarked on a bold initiative to protect 30 percent of U.S. lands and waters by the year 2030, guided by science and the traditional knowledge and input of Indigenous communities and communities of color. This ambitious goal mirrors an international effort to protect 30 percent of the Earth's wild areas, which scientists say is the minimum needed to prevent the worst consequences of climate change, including widespread loss of species.

The organization is comprised of 140 staff, many of whom are recognized leaders in the fields of conservation science, policy, economics, and outreach. Headquartered in Washington D.C. and with a presence on Capitol Hill, TWS also has [regional offices](#) in communities across the nation including Alaska, Arizona, Colorado, California, Idaho, Maine, Montana, New Mexico, North Carolina, Wyoming, and Washington. To learn more about TWS' organizational structure, please click [here](#).

## Financial and Fundraising Overview

In recent years, TWS has observed a steady increase in annual fundraising totals and overall strong financial position, such that its investment in core programs has grown by 18 percent compared to Fiscal Year 2021. This level of investment is, in part, due to the growing generosity of TWS' supporters and some extraordinary multi-year commitments. With a giving and impact team consisting of 20 members, TWS secured upwards of \$40 million in fiscal year 2024: \$18.5 million from individuals, \$7 million from institutional donors, \$4.4 million in planned giving release, and \$10.1 million in membership.

As TWS continues its growth trajectory and bolsters its sustainable financial position, the organization's development enterprise places renewed emphasis on increasing individual giving among existing supporters; growing corporate and foundation support; strategically pursuing new opportunities for funding and engagement; and growing unrestricted giving.

## Leadership

### Tracy Stone-Manning, Incoming President

In November 2024, The Wilderness Society announced the selection of Tracy Stone-Manning as its new President, effective February 24, 2025. Stone-Manning joins TWS with a distinguished track record of leadership in the conservation and public service sectors. Prior to joining TWS, she served as the Director of the Bureau of Land Management, overseeing the nation's 245 million acres of public lands. She previously led the public lands program at the National Wildlife Federation and has served as Chief of Staff to Governor Steve Bullock and a senior advisor to Senator Jon Tester, both of Montana. As Chief of Staff, Stone-Manning helped broker bipartisan legislation, including delivering healthcare to nearly 100,000 Montanans by expanding Medicaid and passing a water compact with the Confederated Salish and Kootenai Tribes. She also helped launch the state's first Office of Outdoor Recreation.

With a deep passion for public lands and a commitment to community-based solutions, Stone-Manning is set to build on TWS' 90-year legacy of safeguarding public lands across the United States. As President, Stone-Manning will focus on advancing TWS' strategic priorities advocating for robust public lands protections, built by and for communities across the country. She will also serve as the President of The Wilderness Society Action Fund.

Raised in a big, Navy family, Stone-Manning was guided into public service from childhood. She is an avid hiker, backpacker, and hunter and holds a master's degree in environmental science from the University of Maryland and a bachelor's degree from the University of Maryland.

### Governing Council

The Governing Council is the policy-making and governing body for TWS, overseeing the priorities, programs, and finances of the organization and serving as the final authority on organizational policies. The Governing Council consists of 31 dedicated members with a wide array of skills and expertise spanning academia, business, conservation, entertainment, law, and nonprofits. **Martinique Grigg (2015)**, the former Executive Director of The Mountaineers, and **Rue Mapp (2018)**, the Founder and CEO of Outdoor Afro, currently serve as co-chairs of the Governing Council.

## ROLE OF THE VICE PRESIDENT OF GIVING AND IMPACT

Reporting to and partnering closely with the President, the Vice President of Giving and Impact is responsible for setting TWS' fundraising vision and strategy and advancing a culture of philanthropy across the organization. This position oversees a high-performing group of fundraising and engagement professionals and works in collaboration with the President, senior leaders, the Governing Council, and other key constituents to guide and lead an effective team to achieve both annual fundraising and ambitious multi-year campaign revenue goals for the organization. The VP serves as a member of the organization's senior leadership team, which is charged with setting organizational strategic direction,

collaboratively leading on issues that are vital to the organization as a whole and driving inter-departmental collaboration to optimize success.

The VP plays a critical role in establishing and reinforcing an inclusive organizational culture that is grounded in trust and accountability to shared goals and outcomes. TWS has made diversity, equity, and inclusion strategic priorities for the organization. As such, this leader will integrate these priorities throughout TWS' fundraising work, from expanding the organization's fundraising efforts to attract a strong donor base, to bringing an equity lens to all facets of fundraising and team management. The giving and impact team aspires to be campaign-oriented, nimble, collaborative, innovative, transparent, and supportive of staff – TWS' greatest asset.

## KEY OPPORTUNITIES AND CHALLENGES FOR THE VICE PRESIDENT

### Strategic Vision and Fundraising

- Serve as architect and leader of a strategic, cohesive, and systematic development program to broaden fundraising, outreach, campaign, and engagement activities, and increase philanthropic revenue year-over-year.
- Prepare TWS for future fundraising endeavors, ensuring an optimally deployed staff and an effective, productive, and efficient infrastructure that will support and sustain future success.
- Assess TWS' philanthropic potential and craft a sophisticated multi-year fundraising and engagement strategy that will result in sustainable long-term growth in philanthropic contributions, in keeping with the mission and core values of the organization.
- Lead future comprehensive campaign planning activities, providing support for the creation and development of specific philanthropic partner proposals that align with strategic priorities, and develop a comprehensive campaign engagement, stewardship, and recognition plan in coordination with all members and functions of the giving and impact team and relevant partners across TWS.
- Based on TWS' strategic plan, identify compelling funding priorities and match them with existing and potential donors. Leverage the strategic plan to energize, inspire, challenge, and motivate the TWS community.
- Personally cultivate, solicit, and steward a select prospect portfolio of high-net-worth donors. Lead the frontline fundraising team by example, demonstrating success and ensuring that timely steps are taken toward solicitation.
- Build a strong partnership with program leaders that supports them in identifying, cultivating, and soliciting major gifts from new donors for TWS – collectively expanding the organization's major donor base.
- In concert with the conservation program staff, develop ideas and strategies for raising funds around specific areas of TWS' work. Ensure that all philanthropy materials are conclusive and provide a clear picture of the organization's mission, long-term plans, and objectives for the coming years.

- Develop and deploy a strategic and forward-thinking operating model that utilizes and is enabled by metrics, data, and development benchmarking with an eye toward best practices.
- Maintain professional relationships with counterparts in other nonprofit organizations and keep abreast of the latest developments in fundraising rules and regulations, best practices, and demographic changes.

### **Executive Engagement**

- Guide and support the President as chief spokesperson and fundraiser, serving as her adviser and co-strategist in cultivating prospective donors and soliciting transformational gifts.
- Similarly guide and support senior leaders, volunteers, programmatic staff, and other key constituents in all development-related activities, ensuring that their time spent is productive, meaningful, and personally rewarding.
- As a member of the executive team, participate in decision-making that guides the entire organization including: TWS' commitment to equity and inclusion, risk assessment, development and implementation of major initiatives, and supporting the work of the Governing Council.
- Participate in organization-wide strategic planning efforts and contribute to discussions that guide strategies and policies shaping TWS' future. Listen and contribute to strategic insights.
- Further promote a culture of philanthropy among the Governing Council and across the organization through continuous education about the critical importance of philanthropy, especially unrestricted giving, to TWS' organizational health.
- In coordination with the President, advance philanthropic conversations at the Governing Council level and solicit volunteer participation in executing development plans. Work closely with the Governing Council's Giving and Impact Committee to continuously steward and deepen their commitment to the organization, assist in identifying ways to support TWS, and enlist their engagement as volunteers.

### **Staff Management**

- Lead, support, and mentor TWS' development staff of 20 (four direct reports), promoting a culture of excellence, collaboration, and professional growth. Further develop a diverse and high-caliber staff that is well prepared to meet the ongoing challenges and opportunities of an ambitious program.
- Oversee fundraising strategy and activities for TWS' Action Fund, a separate 501c4 group, including oversight for the Executive Director of the Fund and three additional staff members. Provide strategic leadership to grow the Action Fund's impact as an advocacy group for policy solutions to the climate and extinction crises that unlock the power of U.S. public lands as an engine for innovation, preserving biodiversity, and ensuring community well-being.
- Collaborate with the membership and strategic services team to integrate all fundraising channels around a holistic vision.

- Work closely with the VP of Finance and leadership in establishing fiscally sound budgets, setting reliable revenue targets and monitoring progress regularly.
- Oversee development personnel activities, including the hiring, training, defining of job descriptions, and performance review processes for the team. Enhance professional development, career planning, and employee wellness opportunities for development staff.
- Actively and meaningfully prioritize, promote, and maintain a commitment to diversity, equity, and inclusion within the development enterprise and throughout the organization.
- Maintain a leadership style that is fair, equitable, open, inspiring, empowering, and motivating to staff. Foster a work environment that recognizes and rewards performance, supports new ideas and risk-taking, builds confidence, encourages interaction and teamwork, and reduces silos. Serve as an advocate for staff, representing their concerns and needs.

## QUALIFICATIONS AND CHARACTERISTICS

- A minimum of 10 years of progressively responsible nonprofit fundraising experience and a track record of envisioning, developing, and implementing a successful and comprehensive development program.
- A minimum of five years of senior-level management experience with prior capital or comprehensive campaign experience.
- A passion for and commitment to the mission and vision of TWS, as well as an appreciation for and understanding of the organization's history, impact, and programmatic breadth.
- Effective and inclusive management and leadership skills, including experience working productively across differences (i.e., gender identity, race, and ethnicity) and the ability to inspire and motivate others toward stated goals.
- Experience leading and managing teams representing a rich mix of talent, backgrounds, and perspectives, including a track record of successful recruitment, cultivation, and retention of highly skilled staff across race and gender.
- A results-driven approach and a personal track record of raising significant gifts (\$1 million and above) from individual donors and institutions.
- Demonstrated success in diversifying a donor base with sustainable outcomes, as well as fluency in a range of gift vehicles and fundraising techniques (foundations, major and planned gifts, membership, mid-level donors, etc.).
- Superior written and oral communication abilities, as well as excellent interpersonal, presentation, and relationship-building skills.
- A professional stature and demonstrated success in working with a board of directors and high-level committees.
- Strong planning and analytical skills, as well as proven experience in developing and effectively implementing an organization-wide fundraising plan.
- Deep understanding of resource management in terms of time, effort, budget, and funding, and evidence of strategic decision-making in allocation and tracking of resources.



- Demonstrated history of implementing new ways of thinking and engagement while also thinking strategically and tactically.
- A data-driven approach, and the ability to articulate metrics in broadly accessible terms.
- Strong personal and professional integrity.
- The ability to accommodate domestic travel for donor visits and team meetings approximately 30 percent of the time.

## LOCATION

TWS' main office is located in Washington, D.C. and has multiple regional offices across the United States. Ideally, this position will be based in Washington, D.C. but may also be in one of the following states: Alaska, Arizona, California, Colorado, Idaho, Montana, New Mexico, Washington, Maine, and North Carolina. Other locations may be considered.

## COMPENSATION AND ORGANIZATIONAL CULTURE

TWS offers a competitive salary range and a benefits package including health, dental, vision, life, and disability insurance; sick and vacation leave; paid parental leave; a sabbatical program; and a retirement plan.

The anticipated compensation level for this position is \$275,000 annually, commensurate with the successful candidate's experience. TWS values the contribution each team member brings to the organization. The final determination of a successful candidate's starting pay will vary based on a number of factors, including, but not limited to education and experience within the job or the industry. The pay scale listed for this position is generally for candidates that meet the specified qualifications and requirements listed on this specific job description. Additional pay may be determined for those candidates that exceed these specified qualifications and requirements.

As an organization, TWS aspires to be inclusive in the work that they do, and in the kind of organization they are. Internally, this encompasses a culture of teamwork that listens to different points of view, recognizes the contributions of every employee, and empowers each employee to bring their whole selves to work every day. Externally, this means ensuring that public lands are inclusive and welcoming so that our shared wildlands can help people and nature to thrive. TWS is committed to equity throughout their work, which they define as their commitment to realizing the promise of our public lands and ensuring that all can share in their universal benefits.

## APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and CVs with cover letters should be sent via the Isaacson, Miller website below. Electronic submission of materials is strongly encouraged.



<https://www.imsearch.com/open-searches/wilderness-society/vice-president-giving-and-impact>

Jack Gorman, Partner  
Nicole Poe, Managing Associate  
Christina Garrison, Senior Associate  
Sandeep Kaur, Senior Search Coordinator

*TWS is an equal opportunity employer and actively works to ensure fair treatment of its employees and constituents across culture, socioeconomic status, race, marital or family situation, gender, age, ethnicity, religious beliefs, physical ability, veteran status or sexual orientation.*