



DIRECTOR OF LEADERSHIP AND PLANNED GIVING
LIBRARY OF VIRGINIA FOUNDATION
HYBRID LOCATION – RICHMOND, VIRGINIA



Aspen Leadership Group is proud to partner with the Library of Virginia Foundation in the search for a Director of Leadership and Planned Giving.

The Director of Leadership and Planned Giving will contribute to the Foundation's statewide footprint by increasing major giving and fortifying legacy giving initiatives. In this newly created position, the Director of Leadership and Planned Giving will partner with the Executive Director, Director of Development, and Foundation colleagues to expand the Foundation's base of support through exceptional donor relationship and cultivation activities. The Director of Leadership and Planned Giving will develop and nurture strategic fundraising relationships while building and managing robust donor pipelines. The Director of Leadership and Planned Giving will partner effectively with both Library and Foundation staff and volunteers.

The Library of Virginia Foundation is an effective and innovative fundraising organization in support of the Library of Virginia and its mission by raising private financial support, managing its endowment, and advocating for its mission and work. The Foundation is a 501(c)(3) nonprofit governed by a Board of Trustees whose sole beneficiary is the Library of Virginia. The Foundation is not a grant making organization.

The Library of Virginia — one of the oldest state libraries and archives in the United States — celebrated its 200th anniversary in 2023. While the Library was created as a 19th century encyclopedic library for the Commonwealth, the Library's mission has evolved to meet the ever-changing needs of the people locally and worldwide.

The Library of Virginia was created by the General Assembly in 1823 to organize, care for, and manage the state's growing collection of books and official records — many of which date back to the early colonial period. As the Library enters its third century, it will continue to strengthen its collections and digital holdings but also reach out for new partnerships and collaborations with the diverse stories and experiences of all Virginians.

The Library's collections attract researchers from around the globe, while its website provides collection-based content and access to its rare digital collections. The Library also supplies research assistance to state officials and provides consulting services to government agencies and libraries. Its outreach programs offer students and teachers resources on Virginia history; librarians with professional development; Virginia authors with publishing, publicity, and awards; and the public with a wide array of exhibitions, lectures, workshops, book talks, and more. With combined in-person and digital engagement of over 3.5M individuals on average each year, the Library of Virginia is the most visited state library in the country.

The Library of Virginia inspires learning, ignites imagination, creates possibilities, encourages understanding, and engages Virginia's past to empower its future. As the Commonwealth's library and archives, the Library of Virginia is a trusted educational institution. The Library acquires, preserves, and promotes access to unique collections of Virginia's history and culture and advances the development of library and records management services statewide.

The Library is directed by Dennis Clark who is the 10th Librarian of Virginia. Clark began his tenure as Librarian on January 2024, which was the beginning of the Library's third century. The Library employs more than 145 employees representing a wide array of professional backgrounds and expertise.

REPORTING RELATIONSHIPS

The Director of Leadership and Planned Giving will report to the Foundation's Executive Director, Scott Dodson.

FROM THE EXECUTIVE DIRECTOR

Thank you very much for your interest in working for the Library of Virginia Foundation. In my five years at the Library, I have been humbled to help share the power of connecting individuals to their history and community through public programming, genealogical research, and experiencing the stories of the people, from all backgrounds, who helped shape not only Virginia, but the United States. I have seen firsthand a woman discover the name of a great grandfather that had previously been lost to her family, a man whose Library of Virginia experience launched him into a successful career as an author, chef, and activist, and an excited historian who was able to gain new insights into American history through the handwritten notes in the margins written by some of the people who helped found the Country.

The Library of Virginia is a public square, an educational institution, and a research center comprising the largest collection of materials relating to the history, governance, culture, and people of Virginia. Our collections, which include over 130 million items from Jamestown to today, provide unparalleled insight into where the American story began — in Virginia. The Library is a vital institution for those seeking to connect with their history at a trusted source: a place to preserve the past, collect the present, and share the promising future.

Founded in 1823, the Library tells the story of Virginia directly from the source. At the Library, you don't have to guess what the Founding Fathers thought — we can tell you using their own words. If you would like to know the story of what it was like for a freed slave to either move and keep his freedom, or stay with his still enslaved family, we have his words on the matter. If you want to see the diversity of the Commonwealth — whether it be in Arlington's Columbia Pike corridor, a college campus in Farmville, or Richmond's Jackson Ward Neighborhood, you can see them through our photography collections. Virginia's story is the story of America — the story of us all. We cannot understand our place in the world until we make sense of it.

In 2023, the Library celebrated its 200th anniversary with a series of activities including opening two special exhibitions "200 Years, 200 Stories" and "Indigenous Perspectives," launching its statewide outreach vehicle — LVA On the Go, and digitizing one of the largest surviving collections of World War II separation notices. Now in our third century, the Library is looking towards the future and how we best serve people of all ages worldwide.

We will continue to be a hub for research and reflection on Virginia's important history and culture, especially as the nation prepares for its 250th anniversary of the signing of the Declaration of Independence. We will also look for new and exciting ways to engage Virginia communities through our collections, education resources, exhibitions, and LVA On the Go.

The Foundation has begun an effort to raise significant private philanthropy to unlock our treasures, welcome visitors from across the Commonwealth and world, and sustain our future as a Library for All — offering the public greater connection to some of the Commonwealth's greatest treasures, creating a community commons to further engage individuals inside and out of our facility, and expanding access to everyone through digital first initiatives.

We are at a crossroads in our history, and in our nation — whether to be satisfied with the status quo or to leap into the 21st century by reimagining what we can do for our communities. With misinformation on the rise and new technologies changing the way we interact with our past and each other, we need an institution that can connect us to our history directly from the source and unite us all. The Library is ready to do more and be more than ever for the people of Virginia, and beyond. We invite you to join us at this exciting time!

— Scott Dodson, Executive Director, Library of Virginia Foundation

PRIMARY RESPONSIBILITIES

Leadership Gift Portfolio Management

The Director of Leadership and Planned Giving will

- qualify, cultivate, and grow a portfolio of 75 to 125 leadership gift prospects capable of making five-to-six figure philanthropic commitments with an initial portfolio comprised of 1/3 existing donors and 2/3 newly identified and qualified prospects;
- identify and qualify new leadership gift prospects and create a comprehensive strategy for donor cultivation, solicitation, and retention;
- meet an agreed upon number of gift proposals and personal visits each fiscal year;
- partner with the Foundation Executive Director, development staff, and volunteers on prospect qualification by providing background research, strategic guidance, and assistance with potential or cultivation-stage donor communications;
- ensure that key prospects are actively managed by meeting and corresponding regularly with them while moving prospects through the qualification pipeline;
- collaborate on campaign fundraising including campaign planning, marketing, solicitation, board and volunteer relations, recognition events, and stewardship;
- help manage and develop a leadership giving portfolio of 20 to 30 prospects assigned to the Executive Director focused on campaign and impact giving; and
- work strategically, as assigned, to communicate fundraising priorities.

Legacy Giving Program

The Director of Leadership and Planned Giving will

- provide leadership in legacy giving program planning, supporting and monitoring the work of fundraising colleagues and integrating legacy marketing and lead generation into the Library's communication efforts; and
- work closely with the Executive Director, key volunteers, and board members to qualify, cultivate, solicit, and steward new prospects for legacy gifts.

Events and Cultivation

The Director of Leadership and Planned Giving will

- work with the board, volunteers, and development staff to create donor cultivation, stewardship, and major fundraising events across the Commonwealth;
- work with Foundation and Library staff to create event programs; and
- work with Foundation staff to develop invitation lists and personalize invitations.

General Operations

The Director of Leadership and Planned Giving will

- collaborate with the Director of Development and key Library marketing and communications and program staff to further the Foundation's efforts in raising support and advocating for the institution.

LEADERSHIP

Scott Dodson, CFRE

Executive Director

Scott Dodson, CFRE joined the Library of Virginia Foundation as Executive Director in September of 2019. Scott is a results-driven fundraising professional with more than 20 years of experience in cultural and performing arts management, specifically in the areas of fundraising, marketing, communications, and strategic planning. Prior to the Foundation, he served as the Director of Advancement and Patron Communications for the Richmond Symphony Orchestra, where he spearheaded a successful effort to increase earned and contributed revenue, completed an ambitious capital campaign, and guided the organization's first coordinated digital marketing and fundraising work.

Scott also has held leadership positions with West Virginia Symphony Orchestra in Charleston, West Virginia, and Chicago Youth Symphony Orchestras in Chicago, Illinois. He is a board member of the Virginia Gift Planning Council, Orchard House Middle School, the American University College of Arts and Sciences Advisory Board, a former president and board member of the Association of Fundraising Professionals of Central Virginia, and a graduate of Lead Virginia. He is a Certified Fundraising Executive (CFRE), who holds a Master of Arts in Arts Administration from American University and a Bachelor of Music in Music Industry from James Madison University. He lives in Richmond with his wife, eleven-year-old daughter, and Snickers the rabbit.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Library of Virginia Foundation seeks a Director of Leadership and Planned Giving with

- a commitment to the mission of the Library of Virginia—to acquire, preserve, and promote access to unique collections of Virginia's history and culture and advance the development of library and records management services statewide;
- a history of identifying, cultivating, closing, and stewarding gifts with significant institutional impact;
- excellent communication skills and an ability to inspire and engage a wide range of donors while building long-term relationships in order to close major and leadership gifts;
- experience working with and motivating leadership, volunteers, boards, and committees to contribute to a sustainable pipeline of major contributors;
- an ability to provide thoughtful insights and high-level strategic input in all areas of fundraising and prospect management;

- experience with fundraising related CRMs, wealth screenings, and the development of briefing documents and proposals;
- superior interpersonal skills and an ability to work in complex environments to foster goal accomplishment;
- strong organizational, critical thinking, and analytical skills and an ability to organize and coordinate a varied workload;
- a commitment to ethical fundraising as defined by the AFP Code of Ethics;
- proficiency in Microsoft Office programs; and
- an ability to manage multiple projects simultaneously with strong attention to detail.

A bachelor's degree or an equivalent combination of education and experience and at least five years of frontline fundraising experience is preferred for this position. The Library of Virginia Foundation will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the Foundation, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

SALARY, BENEFITS, AND CULTURE

The salary range for this position is \$90,000 to \$100,000 annually. The Library of Virginia Foundation offers a competitive salary and a comprehensive package of benefits including a 401k retirement match, 75% employer covered individual and family health coverage, life insurance, and paid personal time off.

The Library of Virginia and the Foundation strive to be open, inclusive, and empowering forces in the life of every Virginian and are working to become organizations that honor inclusion and reflect diversity in their staffing, collections, services, and programming.

LOCATION

This is a hybrid position based in Virginia. Initially, the Director of Leadership and Planned Giving is expected to be on-site at the Library in Richmond four days per month, for Foundation Board meetings, and for additional events as needed. Fully remote work may be granted after an initial grace period in agreement with the Executive Director.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Library of Virginia as well as the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Director of Leadership and Planned Giving, Library of Virginia Foundation.](#)

To nominate a candidate, please contact Clare McCully, claremccully@aspingleadershipgroup.com.

All inquiries will be held in confidence.