

ASPEN LEADERSHIP GROUP

CHIEF DEVELOPMENT OFFICER
NATIONAL CAPITAL AREA COUNCIL, BOY SCOUTS OF AMERICA
BETHESDA, MARYLAND



**BOY SCOUTS
OF AMERICA®**
**NATIONAL CAPITAL
AREA COUNCIL**

Aspen Leadership Group is proud to partner with the National Capital Area Council, Boy Scouts of America in their search for a Chief Development Officer.

The Chief Development Officer will serve as a key member of the National Capital Area Council (NCAC) senior leadership team, advising on an organization-wide vision and strategy for the transformation of charitable giving and annual fundraising efforts. The Chief Development Officer will focus on and serve as the lead fundraiser for all major gifts defined as \$100,000 or greater as well as capital and endowment fundraising activities for the Council. The Chief Development Officer will recruit volunteer committees of sufficient size and strength to accomplish ambitious fundraising objectives. Working with the Council's Special Events Director, the Chief Development Officer will provide leadership and oversight to NCAC's signature fundraising special event, *The Gala*, to ensure its ability to secure six-figure support while serving as the premier storytelling opportunity for Scouting in the Washington, D.C. metropolitan area. As the largest youth serving Council within the Boy Scouts of America, currently serving around 34,000 youth, the Chief Development Officer's ability to successfully secure funding for key initiatives is a critical part of NCAC's ability to achieve its vision of serving at least 50,000 youth in the coming years.

National Capital Area Council of the Boy Scouts of America was organized in 1911 and today is one of the oldest and largest councils in America. NCAC delivers the promise of Scouting to youth in Washington, D.C., 16 counties in Maryland and Virginia, the U.S. Virgin Islands, and to U.S. citizens abroad in North, Central, and South America. Its programs teach young people to "Be Prepared!" for adventure, education, service, and leadership.

The Boy Scouts of America's National Capital Area Council prepares youth for life through outstanding programs that inspire, build character, and instill the values that young people need to succeed today. This includes everything from camping and hiking to community service and leadership development. Each Scout gains experiences that not only help them when they are young, but stay with them throughout their adult lives, helping them grow into adults that respect their family, community, religion, country, and themselves.

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the [Scout Oath and Law](#). The National Capital Area Council has a vision to accomplish the mission of the Boy Scouts of America in such an exemplary manner as to be recognized by the public as the premier youth organization in the communities it serves and by other Councils and the National Council as second to none in all its endeavors.

NCAC offers numerous opportunities for outdoor adventure. These include Camp William B. Snyder in Haymarket, Virginia, a 325-acre outdoor adventure for all ages. The camp meets the needs of the NCAC's Scouting family and any non-Scouting organizations that want to promote team spirit, test leadership skills, build courage, and enjoy a quality outdoor experience. Goshen Scout Reservation in Goshen, Virginia with six separate long-term resident camps on over 2600 acres surrounding 450-acre Lake Merriweather. Its varied terrain, accommodations, and adventure activities cater to new and seasoned campers. There is also Camp Howard M. Wall in the U.S. Virgin Islands which provides aquatic high adventure and ecological science opportunities for Scouts. Located on the beach of St. Croix, programs are available year-round. And there is Cub Scout Day Camp—the first camping experience for many Cub Scouts. NCAC runs 20 regional day camps with activities that include shooting sports, nature study, Scout skills, arts and crafts, swimming, fishing, and other outdoor skills.

NCAC 's strategic plan envisions a multi-year growth strategy that will allow it to focus on funding initiatives and realize its vision of serving 50,000 young people, as well as:

- Properties—As property owners that see thousands of visitors annually, NCAC is looking to address capital maintenance projects while also working towards a new site master plan for the advancement of Scouting operations over the next 25 years of operations;
- Safety—As the demands on young people continue to get more complex and challenging, Scouting programs and activities continue to provide learning opportunities for Scouts. Increased funding will help NCAC elevate its volunteer leader support of training and incident response management;
- Scouting C.A.R.E.S.—Scouting C.A.R.E.S. delivers Scouting programs through partnerships with schools and community centers facilitated by paid part time employees. Expanding its partnerships in a strategic manner will allow NCAC to serve more youth through Scouting programs in some of the most underrepresented communities;
- S.T.E.M. Scouts—S.T.E.M. Scouts is a tactile program that brings STEM to life for youth in 3rd through 8th grade through 20 activities clustered in five themes or modules throughout the year. Given the corporate and government community resources within the area, further funding will help NCAC ensure the future success and growth of these programs; and
- Workforce Development—*Exploring* is the workforce development program of the BSA. This program allows NCAC to have meaningful partnerships with corporations, allowing their subject matter experts to connect with youth considering a career in various fields.

REPORTING RELATIONSHIPS

The Chief Development Officer will report to the Scout Executive and Chief Executive Officer. The Chief Development Officer will oversee five staff including three fundraisers: Director of Alumni Relations & Annual Giving, Director of Special Event Fundraising, and Major Gifts Officer and two administrative staff.

FROM THE SCOUT EXECUTIVE AND CHIEF EXECUTIVE OFFICER

I'm excited that you are exploring the opportunity to join our team as the next Chief Development Officer for the National Capital Area Council. Since the Boy Scouts of America originated in Washington, D.C., our Council is historically significant and currently has the largest membership in the country.

We are viewed as a leader amongst all BSA Councils and are seeking a Chief Development Officer who is a leader in the profession. It is my hope that in the years to come our fundraising efforts will redefine charitable giving within the overall Scouting movement.

To successfully complete our [2025 Strategic Plan](#), we have embarked upon redefining how we interact with our supporters. We are extremely fortunate to have a strong base of donor support in some of the most affluent communities in the country. Many loyal donors give to the benefit of NCAC on an annual basis. Through our recruitment efforts we see over 6,000 new families join every year and we see this many Scouts transition to alumni status. Many national corporations have a presence in the region presenting opportunities to establish beneficial relationships with their executives. We are seeking a partner who can help us build on these strengths to imagine what comes next.

The Chief Development Officer will provide leadership to three fundraising professionals as well as two administrative staff on the Development team. In the years to come we anticipate the department to grow to include some generalist roles to create an internal talent pipeline.

As you consider this role, please note that I, along with our Board of Directors, intend to invest in your success, while creating the latitude for your creativity and innovation to help guide not only the implementation, but also the strategy of how we advance with all fundraising efforts.

Washington, D.C. is an international city attracting people and attention from around the world. It's always an exciting time to live in the greater D.C. area which includes some of the best school districts in the country. There is no shortage of vibrant cultural and entertainment options along with extensive recreational opportunities within the region's historic parks and trails.

As Chief Executive Officer, Scouting is very personal to me. While I did not have the opportunity to participate in Scouting as a youth, all my children have. My adult son reached the highest rank of Eagle Scout, and my daughter and youngest son are currently active and enjoying their Scouting journey. I have seen the impact on their lives, and it further drives my actions on a daily basis to ensure that we are expanding to serve every interested youth. Scouting is growing in our Nation's Capital, and we are excited to identify and select someone who is going to help us ensure the financial future of our Council.

—Mario A. Pérez, Scout Executive and Chief Executive Officer

THE NATIONAL CAPITAL AREA COUNCIL OF THE BOY SCOUTS OF AMERICA'S COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY

The National Capital Area Council envisions a future where diversity, equity, inclusion, and accessibility (DEIA) foster genuine belonging within the Scouting community. The NCAC Equity Committee's mission is to cultivate an environment where all Scouts, families, volunteers, alumni, and staff are celebrated, appreciated, and valued for their unique contributions. The committee seeks to continually learn and grow, seeking out best practices, asking difficult questions, and educating itself on these complex issues. It strives to support DEIA efforts on all levels of Scouting; provide training on DEIA topics; provide resources to work through difficult situations; help stakeholders reach more diverse families in their communities; recruit and collaborate with new organizations; and identify best practices to increase DEIA in the communities it serves.

PRIMARY RESPONSIBILITIES

The Chief Development Officer will

- lead and manage the development department of three development directors to secure at least \$3 million annually through the combination of an annual giving campaign, special events, grants and foundations, and other funding sources, while seeking to grow to \$5 million in annual support;
- develop and implement a moves management strategy that effectively transitions existing and prospective individual donors, families, family foundations, and other grant making bodies from identification and cultivation to solicitation and stewardship;

- conduct donor discovery through research and data mining to identify, contact, solicit, and steward major gift prospects to meet measurable goals, including the development and implementation of donor cultivation events;
- secure major gift donations of \$100,000 or more in support of NCAC’s mission and vision;
- elevate *The Gala* by working with volunteers and corporate partners to host a premier event within the Washington, D.C. metropolitan area both in attendance and annual support dollars raised;
- create and engage in innovative strategies that focus on major and transformational gifts;
- represent NCAC in the greater Washington, D.C. metropolitan area philanthropic community while staying current on trends impacting all facets of charitable giving;
- work to enhance planned giving and estate planning gifts to ensure the long-term resources of the National Capital Area Council; and
- pursue professional growth activities.

LEADERSHIP

Mario A. Pérez

Scout Executive and Chief Executive Officer

Mario A. Pérez served as the Deputy Scout Executive/C.O.O. of the NCAC for four years before being selected as Scout Executive/C.E.O. on January 1, 2023. Previously, he was the Scout Executive/C.E.O. of the Yucca Council, Boy Scouts of America. Yucca Council serves nearly 5,000 youth and over 2,200 volunteers throughout West Texas and Southern New Mexico. Over a twenty-one-year career, Pérez has successfully served four BSA Councils and helped to achieve Council objectives in the development and implementation of programs for Scouts of all ranks. His aptitude to work with youth and adults from diverse backgrounds and socio-economic conditions (rural, urban, multi-cultural, corporate, military, etc.) has helped in the accomplishment of successful volunteer recruitment, youth membership growth, innovative fund-raising programs, and creative youth program delivery.

PREFERRED COMPETENCIES AND QUALIFICATIONS

NCAC seeks a Chief Development Officer with

- a commitment to the mission of the Boy Scouts of America—to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law;
- a thorough understanding of moves management strategy and an ability to effectively transition existing and prospective individual donors, families, family foundations, and other grant making bodies from identification and cultivation to solicitation and recognition;
- experience researching, identifying, cultivating, soliciting, and stewarding major gift prospects while achieving ambitious fundraising metrics;
- experience closing gifts, particularly major gifts from individuals, with significant institutional impact;
- an ability to create and implement innovative strategies that focus on transformational gifts;
- experience across the breadth of fundraising activities including annual giving, individual giving, grants and foundation giving, planned giving, and special events;
- experience leading, mentoring, and holding a fundraising team accountable for measurable fundraising goals;
- events management experience and an ability to elevate and leverage events to increase funding and engagement;
- an understanding of planned giving principles and an ability to build and grow a planned giving and estate planning program;

- strong communication skills across platforms and audiences including an ability to communicate effectively with top corporate and community leaders;
- highly developed organizational skills and an ability to work with minimal supervision;
- strategic thinking, decision making, and problem-solving skills; and
- computer proficiency (Microsoft Office Suite and online applications).

A bachelor's degree or an equivalent combination of education and experience and at least eight years of successful experience at all levels of fundraising, including major gift solicitation, is preferred for this position. Familiarity with the metropolitan Washington, D.C. philanthropic landscape is a plus. NCAC will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the Council, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

SALARY AND BENEFITS

The salary range for this position is \$150,000 to \$175,000 annually. The National Capital Area Council of the Boy Scouts of America offers a comprehensive package of benefits including major medical coverage, prescription coverage, dental and vision coverage, life insurance, short and long-term disability and accidental death insurance, 403(b) match savings plan, and a generous paid time off policy.

LOCATION

The Council office is currently in Bethesda, Maryland. The Council office is currently listed for sale which may result in the role continuing to be based out of Maryland or potentially Northern Virginia or Washington, D.C. in the future.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the National Capital Area Council, Boy Scouts of America as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Chief Development Officer, National Capital Area Council of the Boy Scouts of America.](#)

To nominate a candidate, please contact Tom Herbert:

[tomherbert@aspenleadershipgroup.com.](mailto:tomherbert@aspenleadershipgroup.com)

All inquiries will be held in confidence.