



**The National WWII Museum
Vice President for Institutional Advancement**

The National WWII Museum invites applications and nominations for the position of Vice President for Institutional Advancement. The Vice President will be a seasoned advancement professional with experience in capital campaign fundraising as well as strategic and administrative leadership and will embrace the unique, compelling mission of the institution.

The National WWII Museum tells the story of the American experience in *the war that changed the world*—why it was fought, how it was won, and what it means today—so that all generations will understand the price of freedom and be inspired by what they learn.

In 2000, the institution opened as The National D-Day Museum and continued to expand its scope after earning Congressional designation in 2004 as the official World War II museum of the United States. The National WWII Museum, an independent 501(c)(3) non-profit corporation, now occupies six acres in downtown New Orleans, where five exhibition pavilions house immersive galleries, multimedia experiences, on-site restoration work, and an expansive collection of artifacts and first-person oral histories, offering a compelling blend of sweeping narrative and poignant personal detail. Beyond the galleries, the Museum's online collections, virtual field trips, webinars, educational travel programs, and renowned International Conference on World War II offer patrons new ways to connect to history and honor the generation that sacrificed so much to secure our freedom.

Congressionally designated as “America's National WWII Museum,” the museum’s vision is to:

1. Inspire people, young and old, to embrace the lessons of this monumental global conflict from its stories of heroism, human tragedies, voices of liberation, and the fruits and responsibilities of victory.
2. Create and maintain a [world-class museum campus](#) of pavilions and exhibitions.
3. Engage worldwide audiences by providing access to our [collections](#), [exhibits](#), and [oral histories](#) through innovative [outreach](#), [distance learning](#), [new media](#), and [creative museum experiences](#).
4. Interact with diverse communities to expand their understanding of the history and meaning of America’s role in World War II and its relevance for today and for the future.
5. Become a place for people to understand and feel America’s strengths and values.
6. Serve as a catalyst for cultural tourism to strengthen the economic and community development of New Orleans and Louisiana.

The Museum Campus and the Campaign

The National WWII Museum's current campus includes Founders Plaza, the Louisiana Memorial Pavilion, the Solomon Victory Theater, BB's Stage Door Canteen, Campaigns of Courage: European and Pacific Theaters, the US Freedom Pavilion: The Boeing Center, and the John E. Kushner Restoration Pavilion. The Bollinger Canopy of Peace will be completed in Winter 2018, followed by the Hall of Democracy, which will house the Museum's Institute for the Study of War and Democracy as well as the WWII Media and Education Center, in 2019. The Higgins Hotel & Conference Center is also set to open in 2019, with Liberation Pavilion, the final exhibition building exploring the post-war years, opening in 2020.

The campus has been made possible by a \$400 million capital expansion plan—*The Road to Victory Capital Campaign*. The project funds bricks and mortar, exhibit design and fabrication, endowment, and digitization of collections. Since the kick-off in 2004, \$308 million has been raised, and the conclusion of the campaign is scheduled for 2020.

Through these efforts, the Museum has developed into a world-class institution with:

- An operating budget of approximately \$45 million;
- A governing 60-member national Board of Trustees;
- Nearly 157,000 Museum Members – one of the largest museum membership bases in the country;
- An annual visitation of over 700,000;
- Over 6 million total visitors since opening in 2000; and
- 2017 TripAdvisor rankings as the No. 2 museum in the country and world.

The Office of Institutional Advancement

The Office of Institutional Advancement includes a staff of 28 full-time team members working in the offices of Advancement, Corporate Alliances, Membership, and Fundraising Events. See the [organizational chart](#) for reference.

Annually, the Museum secures \$30 million in philanthropic support for the capital campaign as well as approximately \$15 million from Membership, events, grants, and corporate gifts that support the Museum's operations and educational programs. The Museum also engages 157,000 members and donors in a myriad of social, volunteer, and service activities. The total operating budget for the Office of Institutional Advancement is approximately \$9.5 million.

The Role: Vice President for Institutional Advancement

Reporting to the President & CEO, the Vice President for Institutional Advancement will serve as a key member of the museum's leadership team and be expected to build and sustain strong and sincere interpersonal relationships both internally and externally, will demonstrate a track record of major and principal gift fundraising success, and will possess the leadership and managerial experience necessary to direct, inspire, and motivate an experienced advancement team.

Key Areas of Focus

Provide inspiration, vision, and leadership for completion of *The Road to Victory Capital Campaign* and help develop future fundraising plans focused on the endowment, educational programming, and diversifying individual giving programs. The Vice President will provide strategic leadership and direction around completion of the campaign as well as post-campaign analytics, reporting, and follow-up. Concurrently, the VP will need to be forward-looking and begin developing a plan for future support. A focus on major gift fundraising and planned giving initiatives to grow the endowment will be necessary to ensure the long-term sustainability of The National WWII Museum's campus, education and research initiatives, and distance learning and digital access programs.

Strengthen and support the advancement team. The Vice President will be both a strong manager and a collaborator, who will provide creative and decisive leadership while also empowering the dedicated and talented staff. Strengthening existing systems and processes relative to the donor database, stewardship, and reporting should be a focus as well as fostering strategic collaboration within and across all departments. The Vice President will inspire, mentor, connect, and provide the vision for a collaborative and collegial team. To be most successful, the Vice President will work to develop a diverse team, whose members share a clear vision, are able to take risks, and work to fulfill measurable goals.

Partnership with President & CEO, senior leadership, and Board of Trustees. The Vice President will serve as the primary thought partner for the President & CEO on matters of advancement and membership. The Vice President will be a dynamic, strategic partner to the President, Board, and other senior staff members, providing active leadership and guidance as they collectively work with prospects and on fundraising and membership programs on behalf of the Museum. The Vice President must have the ability to maintain ongoing channels of communication between all groups to work in an organized and cohesive fashion.

Major Duties and Responsibilities

- Establish and execute an integrated and comprehensive advancement strategy that will meet the capital, operating, and educational needs of the Museum for the present and future.
- Personally cultivate, solicit and steward prospects, donors, corporations, and foundations capable of six- and seven-figure gifts.
- Participate as a member of the President's senior management team and assist in the Museum's operational and strategic planning activities using seasoned, professional judgment that will be accepted as technically sound and authoritative.
- Develop meeting agendas and reports for the Capital Campaign Committee and Development Committee as well as related materials for Board of Trustees meetings.
- Work closely with the Capital Campaign Chair, the Capital Campaign Committee, other Board members, and key volunteers to provide support and leadership for meeting the goals of the current campaign.

- Provide staff support for the President & CEO to assist him in executing his fundraising responsibilities in the Museum's advancement efforts.
- Provide leadership and oversight of advancement programs, systems, and metrics to ensure campaign goals are achieved and long-range strategy benchmarks are met. This includes membership programs, donor gift clubs, corporate giving programs, donor recognition, gift acknowledgement and stewardship, donor tracking, and gift planning.
- Direct prospect identification, research, and evaluation efforts to support Institutional Advancement and other museum needs such as prospective board nominees, artifact donors, etc.
- Provide oversight and leadership to the Museum's membership and individual giving programs to ensure that they meet short- and long-term goals.
- Lead the development of the Museum's fundraising events, with a focus on establishing the American Spirit Awards as a premier national showcase for the Museum's educational mission.
- Coordinate and direct all Institutional Advancement staff activities in order to facilitate the research and development of individual, government, foundation, and corporate gift proposals.
- Coordinate the creation of the department's promotional materials and communications within the guidelines of the marketing department and in conjunction with the Museum's overall marketing program and image branding initiatives.
- Recruit, supervise, and train advancement staff capable of meeting annual and long-term goals and objectives.
- Direct the management and oversight of the formation and maintenance of advancement reports and resources; prepare and manage Institutional Advancement's financial budget and reports; monitor budget and control expenditures; ensure revenue goals are reached; and direct the management of the donor database.
- Represent the Museum at meetings of civic, funding, government, professional, and community groups and organizations.
- Attend selected professional seminars and conferences to ensure personal professional growth and to monitor the industry trends.

Qualifications, Knowledge, and Skills Required

The Vice President will be detail-oriented, a clear and transparent leader who values innovation and creativity, and is well versed in current relationship-driven fundraising and engagement strategies and tactics. The ideal candidate will have the ability to passionately articulate the mission, values, and goals of The National WWII Museum and:

- Fifteen years or more of fundraising experience with a minimum of ten years of capital campaign and major gift experience;
- Demonstrated record of leadership and management of an integrated advancement team with a capital campaign in excess of \$100 million, preferably with a national scope;
- A successful track record in soliciting six- and seven-figure gifts from individuals, foundations, and corporations;

- Mastery of the principles, practices, and techniques of oral and written communications and interpersonal relation skills to function as a technical authority on The National WWII Museum;
- Ability to work independently and as a team member, and experience in motivating staff, colleagues, Board members, volunteers, and prospects;
- Management experience with the skills, training, and competence to serve as a mentor to staff and colleagues;
- Interpersonal skills to work effectively with the President & CEO and Board of Trustees, volunteers, senior administrators, program staff, community leaders, donors, and volunteers;
- Intellectual depth, moral integrity, and energy;
- A self-starter with the ability to make decisions in a dynamic fast-paced setting and the flexibility and willingness to travel on the Museum's behalf as required; and
- Ability to understand and match the needs and objectives of prospective donors with the fundraising goals of the Museum.

NOMINATIONS AND APPLICATIONS

Review of application materials will begin immediately and will continue until the position is filled. Nominations, inquiries and applications, including letter of interest and resume, should be forwarded, in confidence, to:

Susan VanGilder, Partner

Kenna Boyd, Associate

Storbeck / Pimentel & Associates, LP

WW2VPAdvancement@storbecksearch.com

For more information about The National WWII Museum and its programs, please visit:

<https://www.nationalww2museum.org/>

The National WWII Museum is an Equal Opportunity Employer and seeks diversity in its workforce. We are dedicated to a policy of non-discrimination in employment on any basis including age, sex, race, religion, national origin, sexual orientation, or disability. Consistent with the Americans with Disabilities Act, applicants may request accommodations needed to participate in the application process.