

employment opportunity

Development Manager

at



The Partnership for the National Trails System

Location: remote

presented exclusively by

peter
gray
executive
search



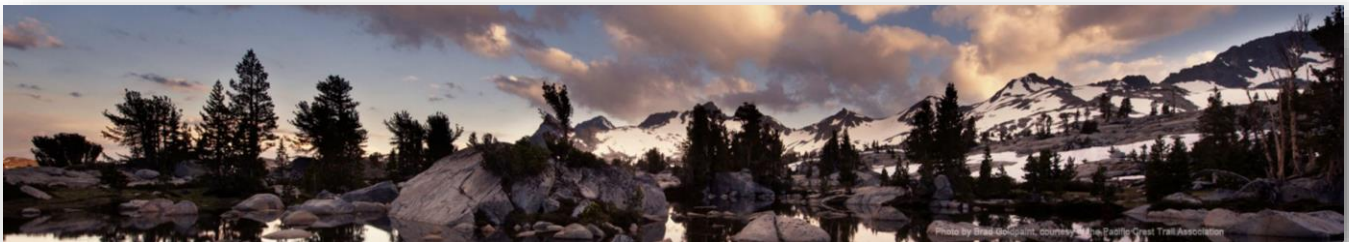
recruiting
social
impact
leaders

to apply: bit.ly/PNTS-DM-apply

The Partnership for the National Trails System is hiring a Development Manager

**Peter Gray Executive Search is the Partnership's
exclusively retained partner for this executive search**

*All images courtesy of The Partnership for the National Trails System, except where noted.
Cover image, left: Appalachian Trail Conservancy. Right: Will Chavez, Cherokee Phoenix
Below: Brad Goldpaint, courtesy of the Pacific Crest Trail Association*



about the Partnership for the National Trails System

The [Partnership for the National Trails System](#) (PNTS, or “the Partnership”) is the only nationwide, nonprofit organization dedicated to promoting the extraordinary value of America’s 32 [National Scenic and Historic Trails](#) within the [National Trails System](#).

These include iconic scenic trails such as the [Appalachian Trail](#), the [Continental Divide Trail](#), and the [Pacific Crest Trail](#); and significant historic trails such as the [Lewis and Clark Trail](#), the [Trail of Tears](#), and the [Selma to Montgomery Trail](#).

The Partnership advocates on behalf of the National Trails System as a whole for land preservation and stewardship resources. It provides the private partners associated with each trail with resources to enhance their advocacy, professional trail skill sets, volunteer engagement, and nurturing of future conservationists.

Today, in addition to the Partnership’s 32 National Scenic & Historic Trail members, the Partnership has a growing network of [affiliate members](#) and works in close collaboration with the several [Federal agency partners](#) who have jurisdiction over the trails.

Since 2001, the Partnership has embodied the collaboration of the National Trails System Act and has advocated for the trails. The Partnership continues to seek new partnerships and relationships both within and outside the trails community to foster a strong National Trail System well-connected to communities, businesses, and civic groups.

the Partnership's mission, vision, and purpose

- **Mission:** To empower, inspire and strengthen public and private partners to develop, preserve, promote and sustain the national scenic and historic trails.



- **Vision:** PNTS envisions a world-class system of National Scenic and Historic Trails that preserves natural and cultural values and provides recreational benefits for all.
- **Purpose:** The purpose of PNTS is to promote and support the efforts of National Scenic and Historic Trail organizations, to secure public and private resources and to serve as a collective voice for policy and action that supports national scenic and historic trails.

what the Partnership does

- **Advocate** for Federal agency policy and legislation that preserves America's natural and historic heritage.
- **Introduce** young people through a variety of programs to the natural grandeur of America and inspiring episodes of our history.
- **Engage** diverse populations so that all Americans are included and welcomed to enjoy our premier long-distance trails.



National Trails Guide

- **Promote** healthful outdoor recreation and appreciation of cultural, historic, natural, and scenic values and resources.
- **Conserve** remarkable natural, cultural, scenic, and historic resources and places.
- **Celebrate** pathways across America and through our history.

about the position

The Partnership seeks a motivated individual to lead its fundraising and external relations efforts and increase revenue for a growing nonprofit with a budget of approximately \$600,000 per year in 2022.

Reporting to the Executive Director, the Development Manager is responsible for executing fundraising activities for the organization, with the goals of growing and significantly diversifying its funding base. The individual selected for this position will work closely with staff and volunteer leaders to implement strategies to increase funding from diverse sources for the Partnership and elevate the profile of the Partnership and National Scenic & Historic Trails.

Principal Functions:

Fundraising Leadership

- Develop and implement an overall strategic fundraising direction and annual action plans to meet or exceed budget goals with input from the Executive Director and Fundraising Committee.
- Develop strategies for expanding and cultivating new donors to the organization with a particular emphasis on growing major donors and grants.
- Provide annual projections as well as internal development reports, quarterly reports for Board meetings and others as needed or as requested.
- Staff the Fundraising Committee and other Committees as assigned by the Executive Director.
- Motivate and work with members of the Fundraising Committee and other volunteer leaders to prepare and support them in their fundraising activities for PNTS.
- Model behavior that supports a culture of philanthropy throughout the organization, including working with volunteer leaders and staff to further develop their fundraising skills.

Development Activities

- Secure grant writing, sponsorship and other solicitations to meet and exceed budget goals, including timely submission of all new and renewal LOIs, proposals, and reports, working with other PNTS staff to conceive grant proposals/projects.
- Identify and cultivate relationships with prospective supporters, involving staff and volunteers as appropriate.
- Coordinate donor relations including regular updates, events and meetings, working to upgrade donors.
- Organize and participate in donor meetings including making direct asks for support.
- Expand individual donor base through regular fundraising appeals, online giving campaigns, social media fundraising campaigns, promotional partnerships and other avenues.
- Coordinate with communications to manage promotions and other initiatives to raise funding and elevate the profile of PNTS and National Historic & Scenic Trails.

Employment Opportunity: Development Manager at the [Partnership for the National Trails System](#)

- Oversee development communications and ensure sound data management, including reporting, ensuring or personally preparing solicitations, gift processing (data entry and preparation of gift acknowledgments) and coordinating with finance personnel to reconcile development data.
- Ensure routine reconciliation with finance and compliance; provide information as needed to complete registrations, filings, audits and more.
- Proactively identify and pursue opportunities for high impact fundraising and promotional partnerships.



Trust for Public Land

General Duties

- Coordinate with the communications and program staff to ensure effective marketing and communications for organization and its development activities.
- Participate in staff meetings, planning sessions and other events, programs and meetings as assigned.
- Other duties as assigned by the Executive Director.

experience sought

Requirements:

- Commitment to advancing JEDI (Justice, Equity, Diversity & Inclusion), in keeping with the Partnership's [Statement of Inclusion](#) (see next page).
- Two years proven fundraising experience.
- Demonstrated capacity for leadership, including experience building development capacity and increasing donated revenue.
- Attention to administrative detail, ability to prioritize, meet deadlines and achieve goals.
- Proven track record cultivating, soliciting, and stewarding various donor constituencies.
- Excellent verbal, written, and interpersonal communication skills.
- Experience in creating and implementing strategies to obtain and keep individual donors.
- Knowledge of charitable solicitation rules and regulations.
- Excellent communicator, networker and friend-builder.
- Commitment to sustainable and ethical fund development.
- Experience with diverse fundraising strategies.
- Proficiency in donor data management (experience with SALSA or a comparable program a plus).
- Ability to work independently while ensuring good communications and collaboration.
- Ability and willingness to travel on occasion.



Florida Trail Association

Preferences:

- Experience working with nonprofit financial management systems.
- Desktop publishing experience.
- Familiarity with the National Trails System.

statement of inclusion

The Partnership recognizes that national trails are a powerful way to connect with nature, history, and culture. The Partnership also recognizes there are historical injustices that have resulted in barriers that prevent people from accessing trails and their resources.



Joni Packard

On February 8, 2020, the Partnership Board approved this [Statement of Inclusion](#):

The Partnership for the National Trails System (Partnership) recognizes that national trails are a powerful way to connect with nature, history, and culture. These trails cultivate a society that values protection and stewardship for our natural, cultural, historic, and scenic resources. We also recognize there are historical injustices that have resulted in barriers that prevent people from accessing trails and their resources. The national trails community perceives these obstacles as moral and strategic opportunities to bridge gaps and expand our capacity to protect and promote the National Trails System. We are committed to actively overcoming these obstacles as a community and enacting positive systemic change within our trails network and extended outreach.

The Partnership will foster an inclusive National Scenic and Historic Trails community that values and engages the perspectives and contributions of all individuals beyond social, political, and cultural boundaries. This includes acknowledgement of original inhabitants and their historic legacy to these sites. We will work to ensure equal opportunities for everyone to access our National Scenic and Historic Trails as well as feel valued and represented. The Partnership will identify barriers that prevent people from accessing trails and their resources. In turn, we will strive to find solutions to reduce these barriers and aid groups and individuals in overcoming them through direct outreach or other means. As a continually learning organization, we will encourage our members to routinely evaluate and prioritize representation, access, and cultural identity within the programs they offer to the public. We are dedicated to building a broader and more collaborative national trails community, including people of varied backgrounds and identities.

The Partnership is a dynamic organization that seeks to infuse its values in all aspects of its work. We are committed to perpetual growth and learning, and strive to recognize and understand our biases. We are cognizant that intention in thought is not enough, and so we aspire to put intention into action. In doing so, we will continually observe successes and mistakes in our efforts to enhance equity and challenge ourselves to dismantle barriers, while constructing potential opportunities to learn, change, and consistently remain accountable.

*In championing a culture of **justice, diversity, equity, and inclusion**, the Partnership aspires to cultivate greater strength and resilience within the Partnership and beyond our network as we welcome all to protect, enjoy, and support the National Trails System and public lands.*

Employment Opportunity: Development Manager at the [Partnership for the National Trails System](#)

job location: remote

As an organization that advocates for its nationwide network of member organizations and collaborates closely with several Federal agencies, the Partnership is currently headquartered in Washington, DC.

The Partnership's staff is geographically dispersed and accustomed to working effectively as a remote/virtual team.

The Development Manager can live anywhere in the US, provided they have the ability to work remotely, and the flexibility to travel occasionally on Partnership business.

salary

The Partnership's Development Manager position has a salary of \$65,000. Benefits include generous paid time off, including Federal holidays.



Sarah L. Voisin, Washington Post

interested?

Please [apply confidentially](#): bit.ly/PNTS-DM-apply

The position is open until filled. It was announced on August 17, 2023. Rather than setting an application deadline, we are considering applications and holding interviews on a rolling basis. For best consideration, please apply promptly; and please complete all questions in the application thoughtfully, including the cover letter/personal statement.



Philip Kramer, mountaineers.org

The Partnership has exclusively retained [Peter Gray Executive Search](#) to conduct the search for its new Development Manager. Peter Gray Executive Search is a social impact executive search firm in Madison, Wisconsin.

The Partnership and Peter Gray Executive Search are equal opportunity employers, committed to attracting candidates representing a diverse range of backgrounds. The Partnership strongly believes it benefits from the perspectives and talents of a racially and culturally diverse staff.

about peter gray executive search



Peter Gray (he/him) is a recovering Wall Street recruiter who now recruits social impact leaders and fight bias in hiring.

As founder and CEO of [Peter Gray Executive Search](#), he guides nonprofit organizations and social impact employers through [leadership succession](#) and other [strategic hiring](#). He also [trains](#) employers on diversifying hiring outcomes, and [coaches](#) individuals on overcoming bias in job search and career advancement.

Peter began his career in executive search at Korn Ferry in New York City. He gives back as a volunteer adviser, fundraiser, and board member for nonprofit and civic organizations. He chairs the Boys & Girls Clubs of Dane County's [Move 'n' Groove for Boys & Girls Clubs](#) campaign, which has raised over \$10 million for youth development.

Peter holds a BA from Harvard University, and an MBA from Columbia Business School.

peter@petergraysearch.com

(608) 616-5165

[linkedin.com/in/graypeter](https://www.linkedin.com/in/graypeter)