DIRECTOR OF DEVELOPMENT
National Ghost Ranch Foundation (NGRF)
(Ghost Ranch Education & Retreat Center)

Laka Partners has been exclusively retained to recruit for the Director of Development (DoD) with the National Ghost Ranch Foundation (NGRF) for the benefit of the Ghost Ranch Education & Retreat Center.

Located in Abiquiu, New Mexico, and covering 21,000 acres, the Ghost Ranch Education & Retreat Center has a purpose as varied as the surrounding red and yellow cliffs of the Piedra Lumbre (shining stone). Georgia O’Keeffe said of the landscape, “It is not a country of light on things. It is a country of things in light.”

Offering year-round programs and lodging/meals, guests from around the globe honor the Ghost Ranch mission of personal development, peace and justice, respect for the environment and renewal of the spirit. Through the celebration of art, science and spirituality under the vast skies of Northern New Mexico, visitors from individuals to multi-generational families come to hike and explore the landscape, engage in the arts and explore spiritual pursuits. Ghost Ranch is a renowned scientific site with archaeological and fossil quarries, one of which is on the National Register, holding some of the most important Coelophysis dinosaur fossils found in North America.

A Storied History
In 1936, Arthur Pack, one of America’s earliest environmentalists, purchased “Rancho de Los Brujos” (Ranch of the Witches) and sold a small piece to Georgia O’Keeffe. Only a steer head on a fence post had historically marked the entrance to the ranch. O’Keeffe made a drawing of that skull and presented it to Pack. Over the years, the name and that image evolved into the iconic logo of the Ghost Ranch. In 1955, Pack gave the property to the Presbyterian Church and for more than 60 years, the church nurtured their national education and retreat center. In 2017, the church transferred the legal, governance, financial and daily operations to the National Ghost Ranch Foundation, a 501(c) 3 entity, allowing the highest utilization of this sacred land.

Making Transformational Contributions
This is an exciting time of growth for NGRF. Through its skilled and committed board of directors, staff and volunteers, the senior management team is taking shape. A new executive director arrived in October 2019 and a chief financial officer recruitment is underway. The Director of Development is a mission-critical position and a career-making opportunity. In partnership with the leadership team, the DoD will build upon the Ghost Ranch years of history, maximizing the organization vision and achieving goals for financial stability and community engagement.

The Director of Development will help to build, foster and maintain a balanced organizational culture that combines the storied history and richness of programs with the efficacy of best non-profit practices, fiscal accountability and institutional impact. This unique opportunity offers the successful candidate the ability to build their own enterprise by leading a comprehensive fundraising plan and associated strategies.
Your Impact as the Successful Candidate

Reporting to the executive director, you will lead the vision and strategy for the development function by implanting your inspired fundraising plan that includes a program to develop new revenue sources from a virtually untapped pool of almost 40,000 individuals and organizations. Growing the existing annual fund campaign, taking advantage of programmatic and research grant opportunities and embarking on a major gifts program that elevates strategic thinking coupled with demonstrable tactical outcomes will be your near-term priorities. Medium-range initiatives will most certainly include undertaking capital and endowment campaigns.

As a results-oriented development professional of vision who is eager to play a leadership role within a seasoned organization poised for innovation, you will place your stamp not only on the development function but also on the overall Ghost Ranch Education & Retreat Center organizational vision and community impact. You should be excited about creating a culture of “everyone is a fundraiser” by developing a team that engages staff, board, instructors and long-term Ghost Ranch visitors/supporters. Eventually, the DoD will have a part-time development associate supporting them through daily development operations executions (processing donations, sending acknowledgements, running reports/queries in Raiser’s Edge, etc.), so the ability to manage/mentor a junior development professional is important.

Key Responsibilities

**Annual Fund, Major Gifts, Donor and Public Relations**

1. Achieve or exceed monthly, quarterly and annual fundraising goals mutually agreed upon with the executive director.
2. Develop and solicit a portfolio of capable individuals who are giving below capacity.
3. Build a robust major gift pipeline by identifying/cultivating relationships with high-net-worth individuals as identified using RE:NXT and other Blackbaud tools.
4. Create opportunities for corporate sponsorships at a variety of levels and with varied impact to both create additional revenue and offset routine expenses through gifts in-kind.
5. Identify, qualify, cultivate, solicit and steward individuals and organizational representatives to create touch points throughout the development continuum. Create a stewardship plan that incorporates standard yet timely acknowledgements via e-mail, postal mail and phone calls from staff, the executive director, and development committee members as appropriate.
6. Working with the director of programs, expand usage of Ranch facilities to support development efforts in the form of events, outings or explorations with artists, historians, scientists, clergy and scholars.
7. Train and integrate NGRF staff and board leadership to be effective advocates for the organization. Work with members of the leadership team to collect data and track metrics that make a compelling case for funders at all levels.
8. Manage and contribute to efforts to secure donations including writing personalized letters, targeted grant applications, and mutually beneficial corporate sponsorship proposals.
9. Serve as a vibrant spokesperson for the organization in public, community or special events when asked and appropriate.
Development Systems, Prospect Management and Research

1. Working with colleagues from marketing and finance, design annual fund solicitations to reach current and untapped audiences while promoting the spirit of Ghost Ranch as a place of reflection and extraordinary beauty that holds a world of new possibilities.

2. Maximize the uses of Raiser’s Edge 7 and RE:NXT to become the engine for a complete suite of tools to enhance and support the development efforts.

3. Develop a protocol for consistent and factual reports for use by the NGRF staff leadership and board of directors to show progress toward goals, and cultivation/solicitation activities. Generation of those reports will be the responsibility of the DoD until a development associate is hired and trained.

4. Conduct targeted searches for individual, corporate and foundation funders whose interests align with Ghost Ranch programs and priorities. Use RE:NXT tools to tag, monitor and improve moves management.

We are seeking candidates offering the following qualifications:

- Passion, imagination, vision, leadership and integrity; persuasive, outgoing and confident; willingness to roll up sleeves and execute daily development tasks. Fun!
- A demonstrated ability to plan and operate strategically, to build support for the Ghost Ranch mission and goals, to develop and strengthen fundraising infrastructure, to inspire staff and board, to develop strong working relationships internally as well as in the community and to develop and lead effective fundraising programs.
- Intermediate- to advanced-level hands-on proficiency with Raiser’s Edge 7 required; RE:NXT experience preferred.
- A minimum of five years of development experience with increasing levels of responsibility and with direct stewardship of past organizational stakeholders.
- Significant experience in and a successful record of accomplishment in obtaining major gifts and annual fund gifts through the development of deep relationships. Capital campaign experience is also helpful.
- A strong interpersonal and communications skill set and demonstrated ability to work effectively with and gain the respect and support of NGRF constituencies and stakeholders.
- A proven record as an effective communicator, skilled at writing compelling solicitations and successful proposals.
- Self-motivated, self-sufficient and driven to achieve success in a team environment.
- Possessing the highest standards of personal and professional integrity, including adherence to the AFP Code of Ethics. Preferred but not required: CFRE certification or progress toward completion.

Minimum Education
A four-year degree from an accredited university is required. A graduate degree or continuing education courses relevant to a fundraising career is a plus.

Benefits
Ghost Ranch offers a competitive salary and benefits, commensurate with experience and skills. The NGRF is an equal opportunity employer.
Working Location Requirements

The Ghost Ranch Education & Retreat Center is located in Abiquiu, N.M., about an hour north of Santa Fe and two hours away from Albuquerque, N.M. While a full-time presence at the Ranch is not required, the need to office on-site a minimum of two full days per week is. Therefore, relocation to a city within a reasonable commuting distance of Abiquiu (two hours or less) will be expected if not currently applicable. Reasonable relocation expenses can be negotiated as a condition of employment.

While working remotely some percentage of time is acceptable, the Director of Development will find many occasions where a physical presence at the Ranch is necessary. Those occasions may not surface in predictable ways. In addition, this position will succeed by developing strong relationships with all staff, especially senior management, and cement a strong team culture by participating in weekly team meetings, multi-day board meetings and other in-person donor opportunities as necessary or as requested by the executive director. Suffice to say, if selected, you will be in Abiquiu a lot. Minimal out-of-state and overnight travel for professional development and/or donor cultivation should also be expected.

To apply for the Director of Development at the National Ghost Ranch Foundation, please submit resume, a cover letter addressing how you meet the minimum qualifications, how your energy and vision will help transform a great organization into an amazing one, and two relatable writing samples to Nancy Webb Deutsch at nancy@lakapartners.com. Questions may be directed to Laka Partners at 505-699-4828. As a courtesy, please do not contact staff at the NGRF with questions regarding this search. The position will remain open until the outstanding candidate has been placed.