



NATIONAL ARCHIVES
FOUNDATION

Campaign Director, Washington, DC



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Records, Rights, and Responsibilities

The National Archives Foundation is the non-profit partner to the National Archives and Records Administration, the agency charged with preserving access to the most valuable documents in the history of the United States. The Foundation promotes the Archives to the public, generating financial and creative support and public awareness for exhibits, programs, projects, partnerships, and educational initiatives.

Most people know the Archives as the keeper of the Declaration of Independence, the Constitution, and the Bill of Rights. But the Archives also hold in trust the records of ordinary citizens and of extraordinary events at every key moment of U.S. history, including:

- military records of the men and women who have fought for the country
- naturalization records of the immigrants whose dreams have shaped the nation
- slave ship manifests and the Emancipation Proclamation
- treaties documenting the relationship between the national government and Indian tribes
- captured German records and Japanese surrender documents from WWII
- journals of polar expeditions and photographs of Dust Bowl farmers

In a democracy, these records belong to the people: they help them claim their rights, hold elected officials accountable for their actions, and track the history of these rights and responsibilities. The National Archives ensures the essential documentation of the rights of American citizens and the actions of their government.

The Foundation's partnership with the Archives has advanced this responsibility in innumerable ways over the years—through the renovation of the [Rotunda](#) where the Charters of Freedom are on view, the creation

of the [Public Vaults](#) permanent exhibition space, the development of the [DocsTeach.org](#) education resource, and the opening of the [David M. Rubenstein Gallery](#) and the "Records of Rights" permanent exhibition. The Foundation has supported many remarkable special exhibitions and public programs, as well. Its annual [Gala](#) is a highlight of the year that brings together notable figures from business, society, and government to support the Archives' mission.



Under the leadership of Executive Director Patrick Madden, the Foundation has expanded the visibility of the National Archives beyond the nation's capital as it has enhanced its D.C. Museum. The Foundation's membership program has attracted new supporters from every region of the country; has developed events at multiple archives, presidential libraries, and other institutions in 17 states; and has spearheaded digitization projects to ultimately make billions of records accessible to anyone with an internet connection. This strength has helped it secure the support and collaboration of major philanthropists giving to historical and cultural causes.

The National Archives Foundation is planning a comprehensive campaign that advances every dimension of this work. Leading up to the 250th anniversary of the Declaration of Independence, the National Archives Foundation endeavors to raise \$100M as part of its comprehensive campaign *We the People*. The multi-year campaign, beginning with core supporters of the Archives Foundation, ultimately seeks to engage everyday citizens across the nation as the 2026 anniversary approaches.

The *We the People* campaign envisions an America in which democracy is thriving—in which citizens value the lessons of the past and seek out institutions where they can learn from history as they make informed civic decisions. The National Archives is indispensable destination in this vision, an institution that connects young and old alike to the American story through educational outreach programs, digital engagement, public events, research opportunities, and national exhibitions.

We the People: Campaign Overview



In Washington, D.C. The National Archives Museum in Washington, D.C. introduces the Archives to the greatest number of people in the country and internationally. The *We the People* campaign will allow the Archives to continue creating a nationally-recognized visitor experience, enabling restoration of technology and interactive exhibits in the crucial Public Vaults that give most people their first taste of archival records and research.



Nationally In a time of fractured national discourse on civic issues, the National Archives is uniquely positioned to be an honest broker of the past, with records and resources that can help build a better understanding of government and its systems. While many organizations work toward civic education, the Archives has a special ability to make incomparable primary resources available to students, teachers, civic leaders, elected officials, and passionate citizens.



Digitally While digitization will conserve film, A/V, and other vulnerable documents, it will also dramatically broaden the range of people who can access those documents. Most Americans will never visit the physical Archives, but a “virtual National Archives” online can give anyone access to its holdings and make it easier for teachers, students, researchers, and the general public to find specific materials of interest in the vast ocean of the Archives’ holdings.



Some of the Archives Regional Sites Nationwide:
Atlanta, GA; Boston, MA; Chicago, IL; College Park, MD; Denver, CO; Fort Worth, TX; Kansas City, MO; New York, NY; Philadelphia, PA; Riverside, CA; San Francisco, CA; Seattle, WA; St. Louis, MO

Presidential Libraries: Herbert Hoover; Franklin D. Roosevelt; Harry S. Truman; Dwight D. Eisenhower; John F. Kennedy; Lyndon B. Johnson; Richard Nixon; Gerald R. Ford; Jimmy Carter; Ronald Reagan; George H. W. Bush; William J. Clinton; George W. Bush; and Barak Obama



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The Opportunity

The National Archives Foundation seeks a Campaign Director to lead every aspect of the comprehensive, multi-year \$100M *We the People* campaign. Reporting to the Executive Director, the Campaign Director collaborates with the highest-level fundraising volunteers and coordinates with the full development team in order to secure transformational support for the National Archives' civic education and outreach efforts.

Campaign Management

- ❖ Oversee and direct the day-to-day implementation of all campaign operations, including the campaign calendar, moves management tracking, cultivation of prospects and donors, etc., with the goal of integrating campaign efforts with the overall philanthropic activities and goals of the Foundation Archives.
 - ❖ Work with campaign counsel and communications staff to create and execute a communications plan to enhance the visibility of the campaign with prospective donors and external audiences.
 - ❖ Contribute to major campaign collateral, such as case statements, donor presentations, solicitation materials, gift agreements, etc.
 - ❖ Develop and implement strategies to effectively leverage senior leaders of the Archives and Archives Foundation in donor cultivation and solicitation.
 - ❖ Ensure the campaign is appropriately staffed and guide members of the fundraising team in all aspects of campaign execution.
- ❖ Prepare progress reports for the Campaign Cabinet, Board, National Archives leadership, and Foundation Executive Director as requested.

Donor Outreach

- ❖ Work with significant volunteers and donors to recruit, assemble, and train a campaign leadership committee and serve as a primary liaison to its members.
- ❖ Manage a personal donor/prospect portfolio of donors at all levels, developing tailored cultivation and solicitation strategies for individuals, institutional funders, and partner organizations.
- ❖ Develop a comprehensive prospecting plan that leverages the national network of archives and presidential libraries and the Foundation's national roster of members and supporters.
- ❖ Establish high-priority prospect lists and targets and build and assign portfolios, identifying opportunities to increase member support to secure significant campaign gifts.
- ❖ Create and manage high-level donor events and other prospecting/stewardship opportunities.
- ❖ Manage all donor pipeline activity and tracking and ensure proper communication and stewardship, including event invitations, gift acknowledgements, thank-you notes, responses to requests for additional information, etc.

The Candidate

The ideal Campaign Director will be a sophisticated relationship-based fundraiser who is comfortable earning the confidence of high-level donors and volunteers and has the skills to plan and manage significant long-term projects. The Director will combine these skills with a personal or professional commitment to historical preservation and civic discourse.

Background

- ❖ At least 15 years of experience in non-profit fundraising, including experience on at least one significant campaign.
- ❖ Experience in the fundraising program of a museum, university, or cultural institution.
- ❖ Bachelor's degree from an accredited college or university.

Skills and Accomplishments

- ❖ Sophisticated knowledge of the principles of campaign design and management, including planning, strategy, volunteer engagement/training, and the cultivation of campaign donors.
- ❖ Demonstrated ability to meet and exceed multi-year goals within a campaign environment; record of meeting goals within a public-private partnership model is desirable.
- ❖ Proven success in soliciting and securing six- and seven-figure campaign gifts as well as annual donations.
- ❖ Impeccable donor cultivation and stewardship skills, including experience developing campaign giving vehicles and opportunities for donor recognition.
- ❖ History of building trusting and productive working relationships with campaign chairs, Board members, and other volunteers.
- ❖ Experience hiring, managing, and mentoring fundraising staff and working with volunteer

leaders and partner organizations; experience collaborating with campaign counsel is useful.

- ❖ Excellent oral and written communication skills; experience developing the case for support for a major campaign and developing proposals for a wide range of audiences in all regions of the country and at all levels of organizational hierarchies.
- ❖ Comfort with donors at all levels of the giving ladder, including entry-level members, Fortune 500 CEOs, and nationally-recognized philanthropists.
- ❖ Familiarity with office software programs and fundraising databases—Raiser's Edge preferred.
- ❖ Interest in American history or civic engagement is a plus.

Personal Characteristics and Leadership Style

- ❖ Collegial working style and ability to work well within a team environment.
- ❖ Ability to maintain diplomacy while working effectively with a wide range of constituencies, both internally and externally.
- ❖ Comfort with deadline-driven responsibilities and the capacity to handle multiple priorities at once.
- ❖ Ability to participate in evening/weekend/holiday events, including July 4th celebration events.



David Rubinstein with the Magna Carta on display at the National Archives' David M. Rubinstein Gallery



Campaign Director

Washington, DC

Questions, résumés, and CVs should be sent
to search@driconsulting.com

All first-round interviews for this position will take place with Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DR*i* is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

The National Archives Foundation is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.



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