

DIRECTOR OF DEVELOPMENT JOB DESCRIPTION



THE ROLE

With its irresistible combination of art, play, nature, and friendship, Usdan Summer Camp for the Arts (Usdan) is regarded as the region's premier summer arts camp. Every summer since 1968, more than 1,500 students travel from the Tri-State area to commune on Usdan's bucolic campus for fun-filled days of creativity and self-discovery.

By design, the Usdan campus combines welcome and wonder. One hundred forty acres of natural beauty forge the literal and metaphoric space students need to feel both safe and independent enough to step out of their school-year selves. Parents and campers describe the Usdan campus as "Amazing," "Exciting," "Inspiring," "Awesome," "Magical," "Beautiful," "Transforming," "Unforgettable," "Safe," "Home," and "Family."

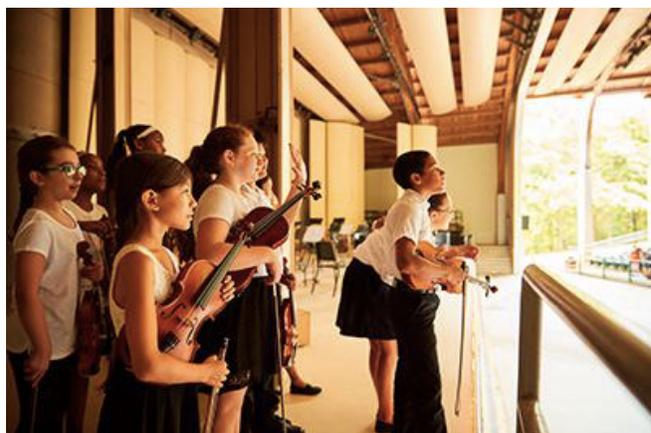
Usdan seeks a collaborative, innovative, and entrepreneurial Director of Development (the Director). The ideal candidate will be an experienced and creative fundraising leader with proven success in building a fundraising program. The successful candidate will bring demonstrated experience and success in expanding philanthropic revenue from individuals, parents, alumni, foundations, and corporations. The Director must be capable of thriving in a collaborative environment where passion, dedication, and the ability to consistently innovate are necessary to achieve ambitious goals.



The Director reports to the Executive Director and works closely with the Board of Trustees and the Development Council. The successful candidate will work collaboratively with a mission-driven team and have one direct report.

USDAN SUMMER CAMP FOR THE ARTS

Today, students have access to 70 studios and theaters, including the Andrew and Lily McKinley Amphitheater, a 1,000-seat, award-winning campus center that hosts Usdan's daily Festival Concerts. Other major campus buildings include the Samuel and Lucille Lemberg Drama Center, the Jerrold Ross Discovery Center, and the Maurice B. Hexter Center. Clustered closely by department, students can move easily from studio to studio for collaboration and camaraderie. The campus also has four modern tennis courts, three large outdoor swimming pools, two yoga platforms, an archery range, a Quidditch field, and a recreation area for basketball and other games.



HISTORY AND FOUNDERS

In the mid-1960s, Dr. Maurice B. Hexter, the Executive Vice President of Federation of Jewish Philanthropies, was captivated by a singular concept: arts education in a camp setting, where fun, creativity, and learning intermingle freely in the beautiful outdoors. He and Andrew McKinley, a musician and renowned concert artist, opera singer, and member of Juilliard's faculty, enlisted the partnership of philanthropist Samuel Lemberg, who provided initial funding for the project, and named it after his beloved daughter Suzanne Usdan. The Nathaniel and Suzanne Usdan Center for the Creative and Performing Arts (currently known as Usdan Summer Camp for the Arts) was born.

In the inaugural summer season in 1968, one thousand New York-area children descended upon Huntington, Long Island, for the very first of many extraordinary summers at Usdan.

Mr. McKinley continued to serve as Executive Director until his retirement in 1983, when he was succeeded by Dale Lewis. Mr. Lewis served the camp for 32 years, stepping down in 2015. He was succeeded by Usdan's current Executive Director, Lauren Brandt Schloss.

Usdan's original curriculum included music, art, dance, and theater, but as arts education has evolved, a multitude of new programs have been added to expand students' horizons, and offer new

opportunities that resonate beyond a traditional arts education. Other initiatives, such as the Discovery early education program, internships, and a work-study program, have brought more young people—and more new talent and diversity—to Usdan’s campus.



FINANCIALS

FY Oct 2018 - Sep 2019 Fundraising: \$592,461

Sources of Support

Annual Fund & Scholarship (Board, Board-Related, General, Scholarships) - 44%

Gala and Events Income - 27%

UJA - 18%

Reimagine Fund - 7%

50th Anniversary - 4%

LEADERSHIP



Lauren Brandt Schloss, Executive Director

Lauren Brandt Schloss joined Usdan Summer Camp for the Arts in 2015. With her appointment, she became Usdan’s third leader in a half century and the first woman to hold the position. Bringing over 20 years of experience in arts education at the Queens Museum, MoMA, and the Peggy Guggenheim Collection, Lauren is committed to ensuring that Usdan is at the forefront of educational and artistic practices. Ms. Schloss earned a B.A. in Art History from Princeton University and an M.A. in Arts Administration from Columbia University.

Board of Trustees

The Board of Trustees is comprised of dedicated and engaged leaders committed to Usdan and its mission, vision, and continued growth. The accomplished professionals guiding Usdan include Russell Albanese, Maura Charles, Lillian Z. Cohen (Treasurer), Richard Eisenberg, Roslyn Jaffe, Daniel Lisk, Michele Lowe (Secretary), Robert Nederlander, Jr., Lesley Friedman Rosenthal, and John Usdan (President).

For more information on Usdan Summer Camp for the Arts Leadership, see <https://www.usdan.org/about-us/board-leadership>.

REPORTING RELATIONSHIPS

The Director of Development reports to the Executive Director and has one full-time direct report, Coordinator of Donor Relations and one summertime direct report, Donor Relations Assistant. The successful candidate works closely with the members of the Development Council and Board of Trustees on diverse fundraising initiatives. The ideal candidate will collaborate with the Senior Director of Finance & Operations, the Director of Education, and Manager of Marketing & Communications. The Director of Development will work closely with external consultants.

KEY OPPORTUNITIES & CHALLENGES

The Director, in conjunction with the Executive Director, will direct and lead Usdan's efforts to advance philanthropy, community understanding, and goodwill for the programs and priorities of the organization. With primary responsibility to expand and diversify funding, the Director of Development's key responsibilities include:

- Work closely with the Executive Director, Development Council, and Board of Trustees to develop and implement a results-oriented strategic fundraising plan that will provide the necessary financial support for the immediate and future needs of Usdan;
- Expand and grow philanthropic revenue by creatively aligning Usdan's funding priorities with those of individuals, parents, alumni, foundations, and corporations;
- Support the fundraising efforts of the Executive Director, Board of Trustees, and others key stakeholders;
- Build and expand a select portfolio of prospects; design and execute identification, qualification, cultivation, solicitation, and stewardship strategies for each prospect;
- Lead the seamless direction and coordination of prospective and donor relationship management activities, embedding an approach which is collaborative, comprehensive, and donor-centric;
- Refine, build, and manage the infrastructure and advancement of the fund-raising program in order to meet the organization's ambitious funding goals;
- Plan and execute alumni and parents engagement and fundraising;
- Work with event consultants to plan and execute events that offer a positive, program-focused, and philanthropy-driven experience for donors;

- Collaborate, work closely, and be supported by Veritus;
- Collaborate with colleagues in fundraising, admissions, education, and other areas to strategically communicate to Usdan's many constituents and audiences.

IDEAL EXPERIENCE & QUALITIES

The Director of Development will be an effective and entrepreneurial team player with the experience necessary to effectively lead and positively transform Usdan's fundraising program. The ideal candidate will possess the following attributes and experience:

- Passion for Usdan's mission and the ability to connect to the education and arts communities;
- History of building comprehensive development programs resulting in significantly increased philanthropic revenue and public awareness of the organization;
- Proven success in engaging and supporting the Executive Director, board members, volunteers, and staff in fundraising;
- Develop, cultivate and solicit a pipeline of prospective major gift donors by soliciting individual donations at every level and identifying major gift prospects from a pool of alumni, alumni parents, current parents, friends, foundation, corporations, and government grants;
- Qualify a portfolio of 150 donors from a larger group of donors to Usdan;
- Create individual goals for each person on the caseload based on the donor's history of giving and the organization's knowledge of that donor's potential;
- Create a plan for each donor that will serve as a foundational communication and marketing plan for each person on the portfolio;
- Faithfully and on a timely basis execute that plan so that individuals on the caseload are retained and upgraded;
- Work with staff to secure appropriate project information, including budgets, and create offers, proposals and asks that will be used with persons on the portfolio to secure gifts;
- Create monthly reports as required by management that accurately reflects portfolio activity and performance;
- Successful track record of soliciting gifts from high net worth individuals, foundations, and corporations;
- Exceptional vision and the ability to interpret creative ideas and articulate those ideas to donors and prospects;
- Strategic thinker who sees the big picture while also sufficiently detail-minded to develop the necessary building blocks to reach the desired goal;
- Accessible leader who will inspire the confidence of the Executive Director, the Board, senior staff members, volunteers, donors, and prospects;
- Self-starter who leads by example and measures success by results;
- Ability to build strong personal relationships and interact comfortably with a variety of constituencies, including creative artists, board members, volunteers, leadership, and staff;



- Intellectual curiosity, confidence, and ability to apply the experience of traditional development craft to a dynamic, non-traditional enterprise;
- Unquestioned integrity and honesty;
- Knowledge of the New York City and Long Island Philanthropic Marketplaces strongly preferred;
- Excellent communication skills, both written and verbal;
- Good listener who is intuitive, perceptive, and insightful;
- Bachelor's degree required, advanced degree preferred;
- Ability and willingness to travel as needed; frequent travel between New York City and Wheatley Heights required.

COMPENSATION & BENEFITS

The Director of Development's compensation package will be competitive and commensurate with the successful candidate's background and experience. Usdan is committed to a competitive salary and benefits plan.

CONFIDENTIAL INQUIRIES & HOW TO APPLY

All applications must include (1) an up-to-date resume; (2) a letter of intent that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in their career; and (3) a list of references. Additional materials and information will be requested during the search and interview process.

Usdan Summer Camp for the Arts is an equal opportunity employer and encourages qualified candidates from all backgrounds to apply.

Apply here: www.usdan.org/employment

EQUAL EMPLOYMENT OPPORTUNITY

Usdan Center for the Creative and Performing Arts (a/k/a Usdan Summer Camp for the Arts) ("Usdan") is committed to a policy of Equal Employment Opportunity and will not discriminate against an applicant or employee on the basis of race, color, religion, creed, national origin, sex, age, physical or mental disability, genetic information, sexual orientation or any other legally-recognized protected basis under federal, state or local laws, regulations and ordinances.