



Mission: *“As a dynamic media force, GLAAD ensures fair, accurate, and inclusive representation that rewrites the script for LGBTQ acceptance. GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and envisions a world with 100% LGBTQ acceptance.”*

www.glaad.org
New York, NY
Hybrid Employment

CHIEF REVENUE OFFICER

ABOUT THE OPPORTUNITY



Founded in 1985, GLAAD is a not-for-profit organization focused on LGBTQ advocacy and cultural change. GLAAD works to ensure fair, accurate, and inclusive representation and creates national and local programs that advance LGBTQ acceptance. Serving as a storyteller, media force, resource, and advocate, GLAAD tackles tough issues and provokes dialogue so that authentic LGBTQ stories are seen, heard, and actualized. GLAAD strives to protect all that has been accomplished and helps create a world where everyone can live the life they love.

GLAAD is at a pivotal moment in its history. As the organization looks forward to its 40th anniversary, GLAAD intends to double philanthropic and earned income to \$40 million annually in the next five years to pursue the ambitious expansion of its programs and impact.

GLAAD seeks an extraordinarily ambitious and imaginative Chief Revenue Officer to build and execute a strategic and tactical fundraising plan with the goal of doubling philanthropic and earned income in the next five years. The successful candidate will ensure GLAAD's continued leadership and excellence by dramatically scaling an inspired development program, focused on the expansion of major, corporate, foundation, annual, and individual giving. They will design and implement fundraising initiatives and strategies to lead the historic growth needed to surpass GLAAD's ambitious mission. The Chief Revenue Officer will carry a select portfolio of GLAAD's top prospects and donors at the major and transformational gift level, with an unwavering focus on closing top gifts to meet ambitious annual financial goals.

In fulfillment of GLAAD's inspirational vision for growth, the Chief Revenue Officer will train, coach, mentor, supervise, and ensure accountability for the development team by creating streamlined processes and procedures, quantitative measurement of results, assessment of efficiency and effectiveness, and replication of demonstrated best practices. The ideal candidate will mentor and steward the development team, helping them to excel in their work and grow professionally. They will further create GLAAD's culture of philanthropy and build deep, collaborative relationships with leadership, board members, and colleagues.

The successful Chief Revenue Officer will have a demonstrated passion for, and connection to, GLAAD's mission, vision, and values. They will serve as an active crusader for the enterprise and act as an inspired and inclusive leader who can strengthen the development team's performance, increase retention, and inspire dedication. The ideal candidate will have a demonstrated knowledge of the New York Tri-State philanthropic marketplace and the ability to thrive in a fast-paced environment that rapidly responds to emerging news.

The Chief Revenue Officer will report to the President and CEO and serve on the Leadership Team. The candidate will lead a robust development team with six direct reports and oversight of an additional 12 development professionals in individual giving, institutional giving, corporate giving, membership, and development operations.

GLAAD has retained [Freeman Philanthropic Services, LLC](#) to assist on this critical recruitment.

ABOUT GLAAD

Founded in 1985, GLAAD is a not-for-profit organization focused on LGBTQ advocacy and cultural change. GLAAD works to ensure fair, accurate, and inclusive representation and creates national and local programs that advance LGBTQ acceptance. Serving as a storyteller, media force, resource, and advocate, GLAAD tackles tough issues and provokes dialogue so that authentic LGBTQ stories are seen, heard, and actualized. GLAAD strives to protect all that has been accomplished and helps create a world where everyone can live the life they love.

GLAAD – the world's largest Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) media advocacy organization – increases media accountability and community engagement that ensures authentic LGBTQ stories are seen, heard, and actualized.

GLAAD's founders battled discrimination with facts and compassion from the start, as the handful of journalists in 1985 saw family members dying of AIDS, a government unwilling to help, and inflammatory headlines overwhelming newsstands. GLAAD has had a direct impact on inspiring positive LGBTQ cultural representation by nurturing understanding and holding social media platforms accountable for misinformation.

To read more about GLAAD's extensive programs, events, and services, please visit www.glaad.org.

LEADERSHIP



Sarah Kate Ellis, President and CEO

Sarah Kate Ellis was named President and CEO of GLAAD in early 2014 after a successful career as a media executive.

In short order, Ellis refocused GLAAD's crucial advocacy to accelerate acceptance of the LGBTQ community through a variety of compelling and effective initiatives, campaigns, and programs.

A powerful communicator, Ellis has used GLAAD's position as the world's leading media advocacy organization to demand fair and accurate coverage of the LGBTQ community. Ellis also commissioned GLAAD's annual Accelerating Acceptance report, providing a window into national sentiment towards the LGBTQ community. In 2018, Ellis launched the GLAAD Media Institute (GMI), which focuses on research into LGBTQ representation and acceptance, consulting on LGBTQ storylines in media and Hollywood, and training activists on LGBTQ media advocacy and storytelling that creates change. Over the past few years alone, the GLAAD Media Institute has trained over 10,000 people and

consulted on hundreds of media projects. Ellis is also the Executive Producer of the GLAAD Media Awards, which is the most visible LGBTQ awards show in the world. The GLAAD Media Awards recognize and honor media for their fair, accurate and inclusive representations of the LGBTQ community and ultimately raise the bar for LGBTQ inclusion across all forms of media.

Under her leadership, Ellis has evolved GLAAD from a media watchdog organization to one of the most powerful cultural change agents across industries. At a time when LGBTQ issues were being largely left out of the mainstream conversation, Ellis, GLAAD, One Iowa, and The Advocate co-hosted the first Presidential Candidate Forum on LGBTQ issues during the 2020 election cycle in September 2019. This was the first time an LGBTQ-focused Presidential forum had taken place since 2007. In December 2019, Ellis & GLAAD also worked through the media and behind-the-scenes with The Hallmark Channel to reinstate TV ads which were pulled from air for featuring a same-sex couple. In response to the unique and disproportionate challenges facing LGBTQ people during the pandemic, Ellis executive produced "Together in Pride: You are Not Alone," a digital event which highlighted the LGBTQ response to COVID-19 and raised critical funds for local LGBTQ centers providing life-saving services.

Ellis earned her B.A. from Russell Sage College and also attended the Tuck Executive Education program at Dartmouth. Ellis and her wife Kristen are the proud mothers of two children.

Board of Directors

GLAAD's Board of Directors is comprised of dedicated and engaged leaders committed to GLAAD's mission, vision, and continued growth. The Board is a diverse group of esteemed finance, legal, corporate, and community leaders.

For a complete list of members of the Board of Directors, [please click here](#).

REPORTING AND IMPORTANT RELATIONSHIPS

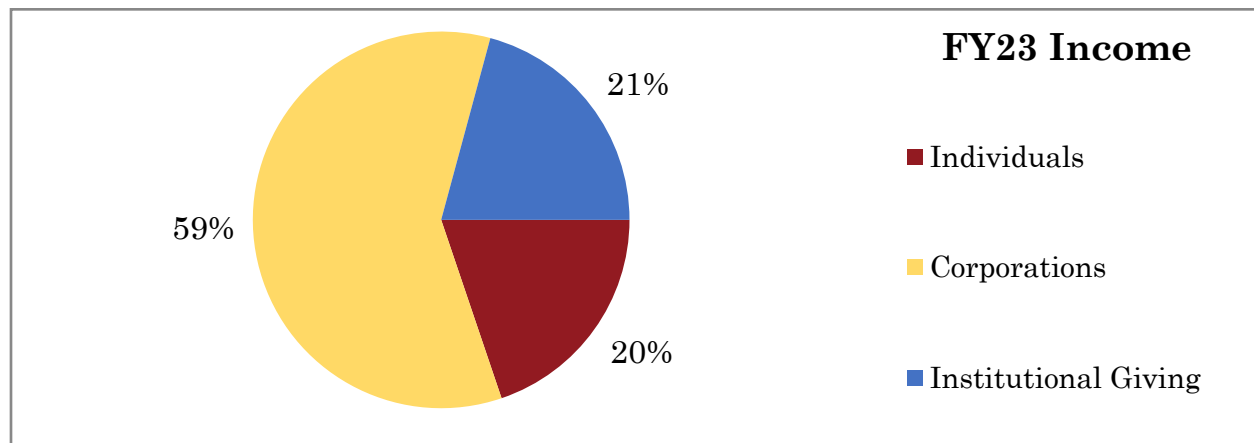
The Chief Revenue Officer will report to the President and CEO and serve on the Leadership Team. The candidate will lead a robust development team with six direct reports and oversight of an additional 12 development professionals in individual giving, institutional giving, corporate giving, membership, and development operations.

The successful candidate will collaborate with the events team and communications teams, particularly in support of the GLAAD Media Awards. They will staff the Development Committee of the Board of Directors and participate in meetings of the Governance and Finance Committees of the Board of Directors.

FINANCIAL OVERVIEW

In fiscal year 2023, GLAAD raised \$20.4 million from individuals, corporations, foundations, and consulting and training. Looking forward, GLAAD seeks to double philanthropic and earned income to \$40 million in the next five years to pursue the ambitious expansion of its programs and impact.

GLAAD's philanthropic and earned income for fiscal year 2023, separated by sources of support, is below:



CHALLENGES AND OPPORTUNITIES

The Chief Revenue Officer will have a demonstrated track record of scaling impact to dramatically increase philanthropic and earned income. The successful candidate will accomplish the following challenges and opportunities:

- Develop an extensive understanding of GLAAD's mission, culture, programs, and fundraising priorities;
- Create and execute an ambitious strategic and tactical fundraising plan with the goal of doubling philanthropic income in the next five years;
- Further build a world-class development operation, focusing on the expansion of major, corporate, foundation, annual, and individual giving;
- Lead the diversification of philanthropic and earned income sources in preparation for an anticipated fundraising campaign for GLAAD's 40th anniversary;

- Lead face-to-face solicitation for major and transformational gift prospects with a focus on closing gifts;
- Create the culture of philanthropy at GLAAD and build strong collaborative relationships with leadership, board members, and colleagues;
- Restructure and further build a major and leadership giving program, expand and diversify the prospect base, and cultivate relationships for solicitation;
- Carry a portfolio of GLAAD's top prospects and donors at the major and transformational gift level, including prospect research, qualification, cultivation, solicitation, and stewardship;
- Oversee the growth of GLAAD's annual, corporate, and foundation giving programs;
- Develop mechanisms for integrating GLAAD's membership base into the major gifts pipeline;
- Proactively research, identify, attract, cultivate, and engage transformational gift prospects;
- Strategically engage the President and CEO and Board of Directors in public outreach and fundraising activities related to corporate giving, providing meaningful engagement opportunities and effective support;
- Provide professionally mature, effective, and transparent management; implement policies and best practices that will ensure greater staff collaboration and accountability through quantitative measurement of results; model behaviors and create a culture that is comfortable with clearly defined goals and reliable methods with which to measure success;
- Train, coach, mentor, supervise, and ensure accountability for members of the development team through quantitative measurement of results, assessment of efficiency and effectiveness, and replication of demonstrated best practices;
- Ensure overall performance, success, and growth of development staff, helping them excel in their work and grow professionally;
- Facilitate the development, maintenance, and monitoring of strategically aligned work plans;
- Preserve long-term alliances with existing donors, while systematically identifying and targeting new prospects; and
- Create compelling cases for support and collateral for development.

IDEAL QUALITIES AND ATTRIBUTES

The CRO will have the proven ability to effectively meet the responsibilities listed in the preceding section. The ideal candidate's qualities and attributes include:

- Passion and commitment to GLAAD's mission, vision, and values, with the willingness to serve as an active crusader for the enterprise;
- Inspirational leadership with the demonstrated ability to recruit, motivate, mentor and leverage a team's existing capacity to strengthen performance, increase retention, and inspire dedication;

- Demonstrated track record of delivering transformational philanthropic growth, with the ability to maintain a clear focus on meeting ambitious annual financial goals without being drawn into daily operations;
- Proven ability to successfully close major and transformational gifts;
- Stature, sophistication, confidence, and business savvy to effectively engage and support the President and CEO, Board of Directors, executive leadership, colleagues, prospects, and donors;
- Extensive fundraising experience with expertise in all areas of development including leadership and major gifts, corporate and foundation giving, planned giving, annual giving, events, e-philanthropy, operations, research, and individual development;
- Determined and enthusiastic professional with the ability to thrive in a fast-paced environment that rapidly responds to emerging news;
- Demonstrated track record of increasing and diversifying sources of support;
- Emotional intelligence, creativity, and confidence, with the ability to apply the experience of traditional development programs to a dynamic enterprise;
- Demonstrated track record of personal identification, cultivation, solicitation, and stewardship experience with the ability to bring creative and effective strategies to the major and transformational gifts process;
- Genuine and transparent team player with a creative manner of approaching issues and devising sound solutions based on good judgment and collaboration;
- Excellent communication (writing, proofreading, speaking, presentation, and listening) skills and keen attention to detail, with the ability to effectively communicate with all levels of the organization, as well as external constituencies;
- Passionate crusader who brings the proven ability to engage others in a manner that generates excitement, shared purpose, trust and meaningful action;
- Inclusive management and team building skills to help guide a results-oriented operation, while maintaining best practices, camaraderie, clear goals, and shared accountability;
- Strong manager with the demonstrated ability to recruit, lead, guide, and mentor a team and direct a results-oriented development program;
- Demonstrated track record of engaging diverse constituents in a manner that generates excitement, shared purpose, meaningful action, and long-term relationships;
- Ability and willingness to travel, when needed; and
- Bachelor's degree required, Master's degree preferred.

DIVERSITY

GLAAD was established with the premise that expanding diversity within the organization enhances the work experience and furthers the understanding of the entire mission that GLAAD is based upon. An atmosphere of civility and mutual respect towards difference is indispensable to the work process and enables the free interchange of ideas that is the basis of a successful organization. These differences may be cultural, ethnic, religious, intellectual, ideological, or political. Each of these

qualities is integral to the identity we form as individuals, and all are essential to creating a vibrant workforce here at GLAAD comprised of individuals with unique perspectives and backgrounds. GLAAD has committed itself to a workforce of inclusion, respect for difference, and fairness, and guarantees the same rights to all its employees to ensure the fullest degree of success within the organization.

GLAAD is committed to providing equal employment opportunities to all employees and applicants for employment without regard to their race, color, religious creed, sex, gender identity, gender expression, age, national origin, ancestry, citizenship status, physical or mental disability, medical condition, pregnancy, marital or veteran status, sexual orientation, height and weight, or other personal characteristics as may be protected by applicable law. This policy applies to all terms and conditions of employment, including, without limitation, hiring, placement, promotion, layoff, termination, transfer, leaves of absence and compensation; relationships with outside vendors and customers; use of contractors and consultants; and in dealing with the general public.

COMPENSATION AND BENEFITS

The compensation and benefits package will be competitive and commensurate with the selected candidate's background and experience. The compensation range is \$300,000 to \$350,000. For extraordinary candidates, GLAAD may consider higher compensation.

The Chief Revenue Officer will work in a hybrid capacity.

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

GLAAD has retained Freeman Philanthropic Services, LLC to assist on this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send all inquiries, applications, and nominations directly to FPS via email at GLAACRO@glfreeman.com.

All applications must include: (1) an up-to-date resume; and (2) a formal letter of interest (addressed to Gail L. Freeman, President of FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity at GLAAD is the logical and desired next step in their career. Additional materials and information will be requested during the search and interview process.