

## The Garden Conservancy Garrison, New York

### Director of Development

*The mission of the Garden Conservancy is to save and share outstanding American gardens for the education and inspiration of the public.*

*The Garden Conservancy works to:*

- **Preserve** gardens by partnering with gardeners, communities, horticulturalists, garden designers and historians;
- **Share** distinctive gardens and ideas with the public through Open Days, tours and other educational programs; and
- **Champion** the vital role gardens play in our culture, our history and our quality of life.

### THE OPPORTUNITY

The Garden Conservancy (<https://www.gardenconservancy.org>), a national nonprofit organization dedicated to raising awareness of, preserving and affording public access to outstanding American gardens, seeks a new Director of Development following the appointment of an enterprising new president whose professional training and experience in landscape architecture, design education and historic preservation will help chart a more visible, expanded public role for The Garden Conservancy. Reporting directly to the President, the Director will lead all aspects of The Garden Conservancy's fundraising program, establishing and implementing strategies to meet annual revenue goals and to broaden the base of support. The Director will focus primarily on major gifts from individuals, corporations, private foundations and public charities, working closely with the President and Board to build the major gifts program and ensure that major gift targets are met. The Director will manage and support the President's major gift cultivation, while also maintaining his or her own limited portfolio of donors around the country.

The Director of Development will supervise two direct and two indirect professional reports. The Director will work closely with the new Director of Public Programs and Education (an appointment concurrently under search) in developing improved programmatic and educational benefits for The Garden Conservancy's sustainer, partner

and championing members, while also stewarding the Society of Fellows, who support The Garden Conservancy's mission at a higher level. The Director will be based at The Garden Conservancy's headquarters in Garrison, New York (50 miles north of New York City), with regular national and occasional international travel.

## **THE ORGANIZATION**

The Garden Conservancy has an operating budget of \$3.9 million and an \$18 million endowment. It currently employs 24 professionals.

Francis H. Cabot, Jr., the financier and self-taught horticulturist who founded The Garden Conservancy in 1989, would say that he had taken up gardening to relieve the pressures of venture capitalism. "I was a good promoter, but I was a good promoter of ventures that didn't always work out. So I threw myself into gardening." A gentleman of passionate and varied interests, he designed two extraordinary gardens of his own: Stonecrop, in Cold Spring, New York, and Les Quatres Vents, in La Malbaie, Quebec. By 1988, when Frank and his wife, Anne, visited Ruth Bancroft's "dry garden" in Walnut Creek, California (<https://www.ruthbancroftgarden.org>), the idea of forming a national organization to preserve noteworthy American gardens had been on his mind for some time. "It was a garden filled with cactus, which was not my thing at all. [But] we were so overwhelmed by the experience that, much to my surprise, I remember actually shivering at the beauty of it." During their visit, Ruth, then in her early eighties, expressed her fear that her garden would disappear after she was no longer able to take care of it. "As we drove away, I said to my wife, 'We have to find some way to help this woman.' And she said, rather facetiously, 'Why don't you start a garden conservancy?' And, of course, that rang all sorts of bells."

### ***Preservation***

The Garden Conservancy began the following year in a small office in Cold Spring, New York. As Frank described: "The original conception was to try to save private works of art created by people like Ruth Bancroft. We would not only be an advocate for the preservation of that kind of garden but a catalyst that would actually make it happen. We would set up an organization that would facilitate the transition from private to public ownership for posterity." The plan developed by The Garden Conservancy for the preservation of the Ruth Bancroft Garden became the model for future preservation projects. In 1989, the Garden Conservancy obtained a conservation easement, the first ever used to protect a private garden, prohibiting the development of the Bancroft land for any purpose inconsistent with the garden's preservation. The Garden Conservancy next helped launch the Friends of the Ruth Bancroft Garden, which became the Garden's first board of directors when its ownership was transferred to not-for-profit organization in 1994. Today, the Garden Conservancy continues to support the Garden and helps develop its public programs. In the 28 years since its founding, The Garden Conservancy has helped to preserve more than 100 private American gardens. Five are National Historic Landmarks, and 17 are listed on the National Register of Historic Places. For further information about The Garden Conservancy's preservation portfolio, please visit: <https://www.gardenconservancy.org/preservation/preservation-portfolio>.

### ***Open Days***

The Garden Conservancy is perhaps best known to the public as the sponsor of Open Days, the United States' only nationwide garden visiting program, which invites gardeners across the country to open their private gardens to and share their gardening expertise with the public. Since 1995, Open Days has welcomed more than one million visitors into thousands of inspired private landscapes – from urban rooftops to organic farms, historic estates to innovative suburban lots – in 41 states. Every element of the Open Days program depends on volunteer leadership. Working with a full-time Program Coordinator based in the Garrison, New York headquarters, a national team of volunteer Regional Representatives recruits or retains nearly all of the participating gardens each year. Garden Hosts agree to open their gardens for a specified day or days. They also furnish descriptions and visiting information for the annual Open Days Directory, a printed volume mailed free to all members, and arrange to greet visitors and collect admission fees (which benefit The Garden Conservancy). In recent years, Open Days have also provided a forum to stage additional educational programming. *Digging Deeper* is an ongoing series of events that invites the public to take a closer look at the garden world. Sharing their own perspectives on the meaning of gardens, specialists of all sorts (farmers, alpinists, potters, specialty growers) welcome an intimate group of guests to their garden, farm, studio or nursery for a tour, demonstration or tasting on site, or a lecture at a nearby location. *Experts in the Garden* invites garden professionals to share their knowledge and enthusiasm for gardens. *Family Time* provides children-friendly programming and hands-on projects.

### ***The Society of Fellows***

Launched in 1992, the Society of Fellows offers deeper engagement for members interested in garden-related study and travel and the fellowship of like-minded garden enthusiasts. It also provides vital financial support for Garden Conservancy programs (80% of annual fundraising) as well as a pipeline of prospective Board members. In addition to receiving all the benefits of general membership, the Fellows are also invited to attend custom garden-study tours, as well as seminars and special events that showcase gardens and landscapes in the United States and abroad. Fellows learn from renowned horticulturists, designers and historians, and enjoy gracious hosting in private homes and public institutions.

### ***Northwest Network***

The Garden Conservancy Northwest Network (“GCNN”) is a member-supported, not-for-profit association of Pacific Northwest gardens and horticultural organizations dedicated to preserving historic green spaces, opening beautiful gardens for public enjoyment, and educating people about horticulture. CCNN convenes events at member gardens and fall and spring workshops. <http://northwestgardens.org/workshops>

## **LEADERSHIP**

James Brayton Hall began his appointment as The Garden Conservancy's [third] President and Chief Executive Officer on June 1, 2017. A landscape architect, historic preservationist, museum administrator and design educator, Hall was previously Deputy Director of the Norton Museum of Art in West Palm Beach, Florida, where he worked with Foster+Partners on a \$100 million expansion of the Museum building and the design of a six-acre campus and sculpture garden. Previously, he was Executive Director of the Providence Preservation Society ("PPS"), a pioneer in the American historic preservation movement, where he grew membership by 30% and wrote the proposal that landed a \$350,000 grant, the largest in PPS's history. His PPS appointment followed 21 years of service at Rhode Island School of Design ("RISD"), where he was Assistant Director of the RISD Museum of Art and Director of Campus Design and Exhibitions. Hall earned a BS in architecture from the University of Virginia in 1983 and a Master's of Landscape Architecture from RISD in 1994.

Board Chair Benjamin F. Lenhardt retired in 2003 as chairman and CEO of Americas-UBS Asset Management and member of the UBS AG Group Managing Board. He has long been an avid gardener in Charleston, South Carolina, and Winnetka, Illinois, participating in Garden Conservancy Open Days in both locations. His interest in garden preservation combines his keen interests in gardening and architecture, including historical preservation in Charleston, where he is on the board of Drayton Hall and the Easement Committee of Historic Charleston Foundation. In Chicago, he has also served on the boards of the Chicago Botanic Garden, Shedd Aquarium, and Notebart Nature Museum. He joined the board of directors of the Garden Conservancy in December 2004, becoming Vice-Chairman of the board in 2007 and Chairman in 2011.

For further information on The Garden Conservancy's leadership, please visit: <https://www.gardenconservancy.org/about/people>

## **THE HEADQUARTERS AND GARRISON, NEW YORK**

The Garden Conservancy's headquarters is located at Winter Hill, a historic Hudson Highlands house, in Garrison, New York. <http://www.winterhilloffices.com>. The Garden Conservancy shares Winter Hill with the Hudson Highlands Land Trust and the Hudson Valley Shakespeare Festival. The offices receive few public visitors but provide splendid staff accommodations in a tranquil estate setting. Fifty miles north of New York City and across the Hudson River from West Point, Garrison is a 70-minute train ride on the Metro North Hudson line from Grand Central Station and a 40-minute drive from White Plains. Notwithstanding such proximity, Garrison retains its rural character, with 10 miles of dirt roads and half of its acreage publicly owned or set aside as open space. The town, a hamlet of Phillipsburg, is the site of designer Russell Wright's Manitoga woodlands garden estate and the great Federal house Boscobel (relocated to Garrison from Montrose, New York in 1956). Other neighbors to The Garden Conservancy's headquarters include the Garrison Art Center and the Hastings Center, an independent bioethics research center. Anne and Frank Cabot's Stonecrop garden (<http://www.stonecrop.org>) is seasonally open to the public in nearby Cold Spring, and

Beacon, New York, with the Dia Art Foundation's Dia:Beacon museum and its attendant cultural buzz, is ten miles away.

### **THE IDEAL CANDIDATE**

The Garden Conservancy seeks an affable and highly articulate advancement professional with a record of successful fundraising in a membership or affinity organization, including experience managing major gift and membership programs, capital campaign experience and lead and major gift solicitation. Candidates must demonstrate at least seven years of progressively responsible and successful professional development experience, including prospect identification, cultivation and solicitation of donors, securing of gifts at the level of \$20,000 and above, and a record of supervision bespeaking the ability to lead, mentor and develop professional staff. The ability both to create a strategic vision and to attend to the administrative details of running a small development shop is essential. Candidates must be able to travel several days at a time to meet with donors in various regions of the country and to attend Garden Conservancy events, but a regular presence in the Garrison, New York headquarters is also expected.

Demonstrated proficiency in timely project management, in working with and empowering a voluntary board, in strategic planning, audience development, organizational capacity building and sustainability, are essential. The ability to communicate clearly in written, electronic and spoken public communication is necessary. Candidates should be confident in presenting programmatic and financial information to sophisticated audiences. Candidates should evidence an appreciation that gardens are cultural artifacts of merit, as well as an interest (or, better, expertise) in garden design, horticulture and/or preservation. Familiarity and facility with word processing, spreadsheet and contact management software, and Raiser's Edge or similar fundraising database platforms, are essential. A bachelor's degree is required.

### **PROCEDURE FOR CANDIDACY**

Review of candidate materials will begin immediately and continue until the appointment. A complete application will include a letter of interest, a curriculum vitae or résumé and contact information for five professional referees who can speak about the candidate's qualifications for this specific opportunity. Expressions of interest, applications, nominations and inquiries should be directed to The Garden Conservancy's search consultant, Chuck O'Boyle of C. V. O'Boyle, Jr., LLC, at [chuck@cvoboyle.com](mailto:chuck@cvoboyle.com), who will furnish an internal job description upon request. Telephone inquiries are also welcome and may be made to Mr. O'Boyle directly at (401) 919-5767. All communications will be held in confidence and referees will not be contacted without the candidate's prior consent. The Garden Conservancy is an equal-opportunity employer, committed to principles of affirmative action in its recruiting and hiring practices.