

The Naples Players

Director of Advancement

The Naples Players seeks a proven fundraising professional with an entrepreneurial spirit and a passion for multicultural theatre experiences to serve as the organization's first Director of Advancement in a unique community theatre setting.

BACKGROUND

Founded in 1953, [The Naples Players](#) (TNP) has been named the "Best Live Theatre" in Southwest Florida. The Naples Players, under the direction of [Bryce Alexander](#), CEO and Executive Artistic Director, has created theatrical productions that support the culture of the region and connect artists with mission-oriented community services that are a model for theatres across the country. TNP builds community through exceptional access to the power of theatre for everyone across the socio-economic spectrum and includes those challenged by age, infirmity, and disabilities. TNP creates a sense of belonging through a collaborative and welcoming environment which enriches lives and ignites passion through artistic expression.

TNP values accessibility and strives to be inclusive and affordable to everyone. They have built a thriving and productive group of volunteers whose unparalleled commitment to working as members of the theatre has sparked joy throughout the community for decades. TNP seeks to engage and advance its brand and visibility through messages, programming, communication strategies, and stakeholder engagement that drives commitment. Their education programs uplift and transform learners of all ages and backgrounds.

At The Naples Players, the results have brought both financial and cultural success, helping the organization increase earned revenue by 30% with subscription seats more than doubling in 3 years while also building the region's first "Wellness Through The Arts" program serving more than a thousand people with disabilities every year and connecting local health agencies directly to the theatre. The Naples Players has now grown to provide theatre wellness programs to more than 20 nonprofits and the county schools.

The current annual operating budget is about \$4M. TNP is the hub of activity for an audience of 40,000+, an education program serving over 5,000 students in classes on-site, and a volunteer program that engages more than 600 members of the local community. The theater's annual budget is supported by 60% (\$2.4M) earned income and 40% (\$1.9M) contributed income. There are 30 full time staff members and 600 volunteers working more than 60,000 hours. The organization has an endowment of \$5.5M. Each season TNP presents nine mainstage productions and year-round educational programs.

The Naples Players is in the midst of a \$20 million capital project to renovate and re-imagine its home on 5th Avenue South in downtown Naples. Plans for the revitalized facility include significant improvements to the existing theaters and the creation of an additional theater designed to anchor the organization's Educational Theatre program, serving students of all ages and abilities. To date, TNP has raised over 85% of the construction cost. In April of 2023 renovations began with a target date for completion and opening of March 2024.

Reporting to the CEO and Executive Artistic Director, Bryce Alexander, the Director of Advancement will work closely across the organization with other members of the staff as well as with the Board and community members. Upon joining The Naples Players, the Director of Advancement's first task will be to evaluate and recommend any additional staffing needs for

the team. This is a collaborative, roll-up-your sleeves, direct solicitation environment that requires a commitment to the art, a can-do passion for collaboration, and cultivation of strong, long-lasting, and friendly relationships in the community.

BASIC FUNCTION

The Director of Advancement is a member of the Senior Management team and provides the leadership, management, and coordination for TNP's individual and institutional fundraising efforts and supervises one staff member. She/he/they will drive acquisition and retention for all contributed revenue through both innovative and traditional methods. The Director of Advancement will work closely with the President of the Board of Directors and the Chair of the Development and Marketing Committee.

The Director of Advancement will be a hands-on and deeply involved fundraiser and relationship builder who will lead the department responsible for achieving specific fundraising targets. There is a very light-hearted family culture at TNP that values the enormous contributions of every stakeholder and celebrates the spirit of play making with a consistent commitment to joy and high-quality work.

With a primary focus on donor strategy, the Director of Advancement leads the development and marketing team in development, communication, and brand management efforts for both earned and contributed revenue streams. The advancement team serves to engage current and new supporters, increase financial investment in TNP, and build an increasingly strong and diverse network of ticketholders across the region.

The ideal candidate will have experience managing messaging across departments with a background working with marketing & communications and a track record for raising contributed revenue. This is a first-of-its-kind position for TNP, and the ideal candidate will be excited to strategize, build, and expand their team over the coming years.

The Director of Advancement will review the current fundraising and marketing support infrastructure to ensure that the organization can respond quickly, effectively, creatively, and contextually to long-term financial requirements and short-term operating needs. She/he/they will oversee the delivery of a high-touch stewardship and donor recognition program and will interact regularly with major donors. This leader will represent TNP at most performances and social functions and other non-Players' activities in the community. It is important that the Director of Advancement view this role as one of direct solicitation. Planning is fine; asking is better.

Major responsibilities include:

- In collaboration with the Management Team, develop a fundraising and marketing plan that includes donor segmentation, objectives for individual and institutional fundraising and success metrics, identification of staff and trustees who will be actively involved in fundraising, and definition of roles, targets, and fundraising goals;
- Manage and personally engage in solicitation and stewardship activities in collaboration with the Management Team, other staff, and members of the Board;
- Orchestrate special events that boost institutional and individual fundraising and marketing efforts, including galas, openings, corporate and private gatherings, and

events celebrating contributions of various donor groups and marking special milestones for TNP;

- Establish institutional giving programs for corporate and foundation gifts; ensure successful adherence to grant and restricted giving agreements; establish clear standards for institutional sponsorship with particular emphasis on the proper use of logos, brands, naming, and other recognition opportunities;
- In partnership with the marketing and communications function, ensure that data on subscribers, single ticket buyers, and donors is shared and work collaboratively to optimize and maximize total revenue for TNP;
- With the Management Team, identify potential Board candidates who can help the Board reach its fundraising objectives and collaborate with the Management Team in the preparation of annual operating plans and budgets, incorporating fundraising projections into the budget of the organization.

For the first (3) three months, the Director of Advancement's immediate priorities are to:

- Thoroughly understand The Naples Players – its history, culture, traditions, programs, personalities, constituencies, and governance structure; understand its base of financial support and the short- and long-term funding requirements of all segments of the organization;
- Understand the mission/culture/structure of TNP;
- Reach out to top donors/subscribers/community leaders to develop relationships;
- Develop strong relationships with, and secure the trust and confidence of, the Management Team, other administrative and artistic team members, key funders, trustees, influencers, and others critical to individual and institutional fundraising efforts;
- Construct a comprehensive 3 year advancement plan with emphasis on proper staffing and finishing the Campaign;
- Immediately assess the "state of play" of in-process fundraising efforts and provide support for those efforts as needed; assume a hands-on leadership role in the identification, cultivation, and solicitation of major gifts.

IDEAL EXPERIENCE AND QUALIFICATIONS

- Substantial fundraising experience that includes annual, capital, endowment, event, and subscriptions fundraising; successful experience raising principal or major gifts from individuals and institutional sources or equivalent experience as a Board member with an arts organization that has a reputation for strategic thinking, operational excellence, and relationship building in solicitations;
- An exceptional communicator, both in writing and orally; an extrovert who gets energy from connecting with individuals, aligning the case for support, and creating opportunities for engagement; one with social grace who can build enthusiasm for TNP;
- Demonstrated skills in moves management and motivating, directing, and influencing the actions of others; the ability to coordinate and support the fundraising activities of

others; a good listener and strategist; comfortable receiving input from many sources and able to analyze and formulate disparate information into a sound, well-organized plan;

- Broad-based knowledge of various development activities including web, social media, direct mail, subscriptions, proposal and grant development, planned giving, capital campaigns, event planning and management, direct solicitations, leveraging fundraising databases and support systems for donor segmentation, research, and volunteer management;
- Experience in structuring sponsorships; demonstrated success with establishing stewardship and donor recognition programs that sustain long-term relationships;
- An understanding of Tessitura CRM system fundraising systems and how data can be used to manage the fundraising process, enhance donor cultivation, and drive fundraising priorities;
- Emotionally mature with a very good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

INCLUSION

Our patrons and audiences come from all walks of life, and so do we. We hire great people from a wide variety of backgrounds, not just because it's the right thing to do, but because it makes our company stronger. If you share our values and our enthusiasm for live theatre, you will find a home at TNP.

How TNP is Impacting Our Community During COVID-19

A multitude of programs, concerts, and performances have put The Naples Players at the forefront of community response. Meanwhile, with more than \$850k in ticket sales impacted, our donors continue to sustain us.

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