

## Holocaust Museum LA Chief Advancement Officer

***The Museum is seeking a fundraising executive to oversee all aspects of revenue generation, including contributed and earned income.***

Holocaust Museum LA (HMLA) is near completion of its expanded campus – a \$65M capital campaign – that will accommodate 500,000 visitors annually. It has raised 85% of its goal. The annual budget will grow from \$9.5M to about \$14M in 2030. In order to fund the growth and ensure fiscal stability, multiple campaigns, including endowment, attendance, membership, planned giving, and special events will be required.

### **BACKGROUND, MISSION and HISTORY**

***HMLA's mission is to commemorate those who perished, honor those who survived, and educate about the Holocaust to inspire a more dignified and humane world.***

Founded in 1961, [Holocaust Museum LA](#) is the first survivor-founded and oldest Holocaust museum in the United States. The Museum teaches the critical lessons and social relevance of the Holocaust, empowering students and visitors to stand up against hate in all its forms. Home to the West Coast's largest collection of Holocaust-era artifacts, testimonies, and other primary source materials, HMLA activates its collection of 22,000+ pieces through powerful exhibits, customized tours, creative education programs, and robust public programs to fulfill its mission to *inspire humanity through truth*.

Admission is free for educators and youth 17 and under, and the Museum makes Holocaust education accessible for all students by covering transportation costs for underserved schools which account for more than half of its student visitors every year.

In 2010 the Museum moved into its architecturally award-winning permanent home in Pan Pacific Park which increased visitor traffic by 500%. Since that time, HMLA has welcomed over 800,000 visitors, and requests for its education programs have continually outpaced the Museum's ability to meet them. In response, HMLA launched the \$65M "Building Truth" capital campaign in 2020 to double its footprint and dramatically increase annual visitor capacity.

The new [Jona Goldrich Campus](#) will open on June 14, 2026, and is situated on 1.5 acres in the heart of Los Angeles. With over 50,000 square feet of interior space, an expanded HMLA will be able to accommodate 500,000 visitors annually, including 150,000 students.

In addition to expanded exhibit spaces and education programs, the Jona Goldrich Campus will host a wide array of arts and cultural events including concerts, film screenings, book readings and talks, musicals, theatrical performances, and more. The new campus is critical to meeting demand for the Museum's educational programming – and to cementing HMLA's place as a cornerstone educational and cultural organization in Southern California and an anchor institution of LA.

The campus features:

- A prominent, 3,000 sq. ft. gallery for special exhibits and receptions;
- Theaters that include a 215-seat state-of-the-art theater to host a robust calendar of community events and cultural and performing arts, and a 60-seat Virtual Survivor Experience Theater;

- Outdoor spaces that include a cultural performance and educational community space overlooking Pan Pacific Park, a large courtyard connecting all facilities, and a rooftop garden for art reflection and educational projects;
- The Boxcar Pavilion housing an authentic boxcar unearthed near the Majdanek Death Camp in Poland, surrounded by a permanent multi-media exhibit;
- Other features include a redesigned entrance, a state-of-the-art security pavilion, and a new gift shop and snack bar;
- Enhancements to the existing Museum's permanent galleries, including two new permanent exhibits.

### **BASIC FUNCTION**

Reporting to and working in concert with the Museum's CEO, the CAO optimizes contributed revenue, earned revenue from ticketed admissions, and member fees and contributions. The CAO manages a current team of two employees, outsourced grant writers and strategic advisors. As an operating unit this team is responsible for:

- **Analyzing Data** on Donors, Members, and Ticketed Admissions, including developing useful information on current and prospective donors of significant capacity; using admissions data to increase ticketed attendance and contributions; understanding the interests of members.
- **Grants**, including development of case statements, grant materials, targeting of family and other foundations, solicitation of government grants, and development of business sponsorships for programs offered at the Museum.
- **Major Gift Solicitations**, including developing a pipeline of major gifts for the Annual Fund, and Principal and Transformational gifts for the planned endowment campaign, with a robust program of direct solicitations by members of the team, the CAO, the CEO, and Board members.
- **Planned Giving Solicitation**, including specific outreach to survivors and their families to ensure they have a voice in the future of the Museum.
- **Increased Attendance, Ticketed Admissions, and Membership** using direct outreach to different audience cohorts that also have the potential to become donors and major gift contributors.
- **Special events (Annual Gala, Building Bridges Golf Classic)**, ensuring the Board is engaged in fundraising, working closely with honorees to identify those in their network that could provide philanthropic support, and strategically developing corporate sponsorships.

The CAO will set long term and annual fundraising targets and strategies; hire staff support for fundraising; actively cultivate and directly solicit leadership-level donors, involving the CEO and Board members as appropriate; and be responsible for other fundraising-related tasks typically executed by a CAO of a similarly scaled organization. Responsibilities include:

#### SHAPE STRATEGY & STANDARDS

- Lead development of meaningful annual and campaign fundraising plans.
- Measure and track progress at the individual and team levels for the CEO and Board.
- Shape the case for support, budgets, proposals, cultivation events, and reporting.

- Implement strong standards for written materials and communications, grants, workflows, targeting and analysis of donors, events, moves-management processes, reporting, stewardship, and other aspects of the fundraising lifecycle.

#### SOLICITATIONS

- Carry a personal portfolio of major individual and institutional donors and Board members, and capital and planned giving donors and prospects, with a personal focus on the highest net worth individual, foundation, and corporate donors.
- Provide thoughtful counsel to staff on donor strategy, support during direct solicitations, and monitoring of all portfolios for progress toward goals. Provide training on different philanthropic tactics and approaches needed to secure gifts from individual and institutional donors.
- Work with members of the Board and other fundraising volunteers to identify, qualify, cultivate, and solicit donors. Model best practices for Board engagement in fundraising within the context of portfolio management.

#### MANAGEMENT AND INFRASTRUCTURE

- Develop, manage, and inspire a mission-driven, focused, and high-performing team. Encourage transparency, accountability, cross-functional collaboration and cohesion, and a culture where new ideas are embraced.
- Promote external visibility for Holocaust Museum LA, always prioritizing funder-facing meetings, interactions and events in collaboration with marketing and communications personnel. Reach donors through newsletters, impact reports, direct response, personal meetings, events, etc.
- Manage the Development Department's revenue and expense budget.
- Oversee the continued refinement of donor tracking systems and workflows for pipeline development, donor research, donor engagement, stewardship, reporting, etc., including use of data analytics.

#### BOARD RELATIONS AND DEVELOPMENT COMMITTEE

- Work with members of the Board Advancement Committee to review and approve the annual budget for contributed and earned revenue, including goals and metrics for the committee itself. Help individual committee members execute their assignments.
- Attend and present at Board meetings and Executive Committee meetings; support the CEO's Board and volunteer recruitment efforts.

#### **QUALIFICATIONS**

The Chief Advancement Officer will have 15+ years of fundraising and development experience with at least five years in a senior leadership role overseeing operational and performance outcomes.

Critical to the success of the CAO is the ability to lead by example by personally driving major and leadership-level gift solicitations while also recruiting, training, inspiring, and bringing cohesion to an evolving Development team. In addition, the successful candidate will possess the following:

- A record of personal success in raising leadership-level gifts, including at the seven-figure and above levels from individuals, foundations, corporations, and community partners at sizable organizations.
- Experience soliciting funds in the Los Angeles region is desired but not essential. It is important to expand the Museum's solicitation reach geographically beyond LA's Westside. What is

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essential is the ability to connect with the kinds of donors that will be targeted, including executive-level and senior business professionals in the aerospace, entertainment, finance, healthcare, hospitality, and tech fields; philanthropic donors; and nonprofit and government professionals.

- Experience shaping fundraising systems and data for donor segmentation, workflow management, and reporting purposes.
- An authentic, confident, and seasoned communicator; exceptional written, verbal, and presentation skills. A good listener; intrepid yet tactful; determined yet with the flexibility to find alternative ways to reach funding objectives when barriers arise; a skilled negotiator who does not drive themselves or others into a corner; a person able to analyze and formulate disparate information into sound, well-organized plans.
- Skilled at motivating, directing, and managing staff, Board members, and consultants and in coordinating and supporting the fundraising activities of others.
- Commitment to the mission of Holocaust Museum LA, and a strong track record of major gift solicitation of donors to museums, Jewish organizations, and other associated causes.
- Emotionally mature; the flexibility and sensitivity to work with diverse personalities and situations; a sense of humor and perspective.
- Willing and able to work on-site, full time hours and attend evening and weekend events both on and off the Museum campus.

The compensation range for this position is \$200,000 - \$250,000 based on experience. HMLA offers generous PTO, including 12 paid holidays; Medical, Dental, and Vision insurance.

For more information please contact:

**Lisa Grossman**

(650) 323-3565 or [lisag@moppenheim.com](mailto:lisag@moppenheim.com)

**Steve Oppenheim**

(202) 803-6673 or [steveno@moppenheim.com](mailto:steveno@moppenheim.com)

**Mark Oppenheim**

(415)762-2640 or [marko@moppenheim.com](mailto:marko@moppenheim.com)

**m/Oppenheim Executive Search**

558 Presidio Boulevard, Box 29625

San Francisco, CA 94129-0625