



CHIEF DEVELOPMENT OFFICER AND FOUNDATION PRESIDENT UNITED STATES MARSHALS MUSEUM

Fort Smith, AR

<https://usmmuseum.org/>

Send Nominations or Cover Letter and Resume to:

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The Opportunity:

The United States Marshals Museum is dedicated to honoring the history of the U.S. Marshals —the oldest law enforcement agency in the country. The Museum is on the cusp of becoming one of the nation's top experiential museums. The Chief Development Officer and Foundation President (CDOFP) will work closely with the President and CEO of the Museum, Museum and Foundation Board members, and leaders in the Fort Smith community.

The Museum's breathtaking design, combined with highly interactive and educational exhibits, provides the CDOFP with a dynamic springboard for engaging, cultivating, soliciting, and stewarding donors and prospects. This leader will have the opportunity to complete the Museum's \$48 million campaign currently underway while partnering with the highly engaged Board and Museum President to lay the foundation for a future endowment campaign.



The ideal candidate will bring experience within the museum and/or cultural arena; demonstrated success developing relationships with key donors and prospects that result in consistent annual giving as well as substantive major, planned, and transformational gifts; and a keen understanding of how to identify and develop relationships on a national scale.

Not only will this position contribute to generations of learners understanding the U.S. Marshals, but success in this role will also impact the local community of Fort Smith with the economic development that

accompanies a nationally recognized institution. In addition, the ideal candidate will be excited to join a team with a dynamic and visionary leader who believes strongly in the value of the development and communications effort being central to the organization's success.

Overview

Discourse, Impact, Experience

In January 2007, former U.S. Marshals Service Director John Clark announced that Fort Smith, Arkansas had been chosen as the home of the U.S. Marshals Museum. This exciting announcement was the culmination of a highly competitive site-selection process that spanned several years. The dedicated group of volunteers who had represented Fort Smith throughout this selection process had worked extraordinarily hard to earn this honor for our community.

With the site designation in hand, the work then expanded and escalated. Bringing this Museum to life has required the endurance and unwavering dedication of the Museum staff and Board of Directors, Museum Foundation staff and Board of Directors, the community, and many generous donors.

While the U.S. Marshals Museum honors a federal law enforcement agency, the Museum is not federally funded. Requiring an investment of nearly \$50 million, this project is being financed almost entirely by the generosity of foundations, businesses, and individuals and supported in part by local and state government entities.

To learn more about the Museum and the U.S. Marshals Service, please visit the following links:

- Building flyover: <https://www.youtube.com/watch?v=ZYUWyLLi-78>
- Experience flythrough: <https://www.youtube.com/watch?v=HmDxdEMT1zU>
- U.S. Marshals: Who We Are: <https://www.youtube.com/watch?v=5kPtd1KYizg>



The Design

Set on the banks of the Arkansas River, the U.S. Marshals Museum is housed in an innovative facility named the Mary Carleton and Robert A. Young III Building.

The Museum features a unique exterior with a modified star-shaped design signifying the star badge worn by courageous U.S. Marshals. Inside, five immersive galleries will educate guests about the critical, ever-evolving role the Marshals have played in upholding the Rule of Law, driven by justice, integrity, and service. The Museum's National Learning Center combines the Museum experience with educational programming focused on the Constitution, the Rule of Law and civic literacy. It will engage local and national audiences using a variety of resources. Guests will also get to pay tribute to the more than 350 Marshals killed in the line of duty since 1789 by visiting the Samuel M. Sicard Hall of Honor.



The Role and Qualifications

The CDOFP reports to the President and CEO of the U.S. Marshals Museum (USMM). As a member of the senior management team for both the Museum and the Foundation, the CDOFP is responsible for the conception, development, coordination, implementation, and management of all aspects of the USMM's fundraising efforts via the Foundation. Within this context, the CDOFP will act as the chief fundraiser and ambassador; raise community awareness of the USMM's mission, goals, and accomplishments; and serve as a key spokesperson for the organization in its efforts to attract and retain donors, funders, and partners. The CDOFP must be skilled at cultivation and stewardship of donors locally, regionally, and nationally.

Job Responsibilities: Fundraising and Partnership Development

- Provide leadership, vision, and day-to-day management of donor cultivation, fundraising, business development, and the development staff for the USMMF.
- Design and implement a comprehensive funding and external communications program that increases visibility, impact, and financial resources to support strategic goals, sufficient to ensure the fiscal well-being of the USMM and its acceptance by the public.
- Work in collaboration with the President and CEO, the development team, other senior staff, Board members, and volunteers to identify and develop meaningful relationships with existing donors and

potential planned-giving and major-gift donors supporting the capital campaign, annual operations, and future endowment campaign.

- Identify and cultivate new funding streams and new sponsors.
- Lead the effort to design and implement annual operations campaigns and communications.
- Work in partnership with development team members and other USMM departments to ensure all planned-gift and major-gift funding opportunities are optimized in a collegial manner and in a positive environment for fundraising, and that requests for support are coordinated and strategized.
- Develop a Legacy Society for use in marketing and soliciting planned gifts, maintaining planned-gift policies and procedures.
 - Develop and contract planned gifts, securing estate-planning documents in writing.
 - Prepare and distribute incentivizing printed material outlining preferred methods of deferred giving.
- Collaborate with development team and other USMM departments to ascertain specific and authorized funding needs, prepare compelling messages to include in all written and oral communications with corporations and foundations.
- Create strategies for ongoing funding including annual campaigns, membership programs, sustained giving opportunities, corporate campaigns, etc.

Leadership Opportunities

- Lead board members and volunteers in major fundraising efforts.
- Maintain ongoing relationships with USMM Board members, donors, prospects, members, and other key members of the USMM “family.”
- Become familiar with USMM programs and practices, especially as they relate to philanthropic priorities.
- Increase the level of engagement with the Board, members, event attendees, and other prospects to build a broader donor base.
- Represent USMMF and USMM effectively with donors, partners, and other stakeholders across a wide variety of platforms.
- Develop and execute a communications plan and materials that engage, solicit, and validate support of the USMMF and USMM.
- Engage senior staff in cultivation, solicitation, and stewardship activities as appropriate.
- Proactively seek knowledge of current programs and activities of all USMM departments to facilitate effective communication of the USMM’s value to the community.
- Direct the preparation for and attend evening and weekend development fundraising and cultivation events to network among Board members, donors and prospects, and community leaders.

Development Team Leadership

Active involvement and supervision to ensure that:

- Planned gifts are properly accounted for and recorded in accordance with current legal practices.
- Data input of all planned-giving donors, individual and corporate donors, and prospects is consistent in the donor-tracking software.

- Donor-tracking software is maintained on each planned-giving donor and prospect, and includes all grant proposals and communications with corporate and foundation donors and prospects.
- Research and analysis of large amounts of data is completed to uncover planned giving, individual, and corporate prospects.

Campaign and Development Overview

To date, the Museum has raised nearly \$38 million for the USMM building, campus, and Hall of Honor. There remains \$12.7 million to raise to complete the Museum with \$8 million earmarked for production of the Museum experience. The USMM is currently working with Benz Whaley Flessner (BWF) as campaign consultants. This highly effective collaboration is focused on mapping out the remaining tasks needed to raise the final campaign amount. BWF consultants are working closely with the Museum President, current VP for Development, and Board members. Their work includes a robust naming opportunities menu as well as recommendations for campaign committees and potential donors. An analysis of donors and capacity has been completed and is being used to inform goals, planning, and strategy. Upon successful completion of this campaign, the Museum will focus on annualizing operations and revenue with the long-term goal of launching an endowment campaign to offset annual operating expenses.

The museum estimates opening 12–18 months after monies for the Museum experience are raised. A soft opening for summer 2022 is tentatively planned. The grand opening will come later and may include current and past U.S. presidents, as well as federal, state, and local officials; donors; historians; and other VIPs. The event space is already being used for a variety of occasions and is expected to be a popular destination for weddings and other celebrations.

The Museum will operate on a \$2.5 million annual operating budget of which \$600,000 is expected to be raised through annual giving from individuals, corporations, and foundations. The remaining balance will come from ticket sales, events, and other revenue streams. The development staff includes the CDO and Foundation President position, which reports directly to the Museum's CEO, Patrick Weeks, as well as a development coordinator.

Leadership



Patrick Weeks, President and Chief Executive Officer United States Marshals Museum

Mr. Weeks joined the Marshals Museum project in 2016, bringing with him more than two decades of experience in providing vision and leadership in the creation and operations of experiences and related programming for museums, science centers, and attractions. He previously served as the principal of Strategic Experience Solutions, as the Vice President of Roto, as well as the Vice President of Operations and Guest Experiences for the Arizona Science Center. Throughout his career, Mr. Weeks has successfully built strong, long-term relationships with team members and related stakeholders while maintaining focus on standards and accountability. He has proven success in developing and executing multimillion-dollar strategic plans and initiatives in the museum field.



Douglas J. Babb, Chairman of the Board United States Marshals Museum

Mr. Babb is currently the Chairman of the Board of Directors of the United States Marshals Museum, the Vice Chair of the University of Arkansas-Fort Smith Foundation Board, and an Independent Director on the Board of El Pollo Loco. From 2007 to 2014, he was Chief Executive Officer of Cooper Clinic, P.A. ("Cooper"), one of the largest multi-specialty, physician-owned clinics in the Arkansas region. Additionally, from 2010 to 2014, he served as an Adjunct Instructor for the College of Business at the University of Arkansas - Fort Smith. From 2015 to 2017, he served as Managing Director for Babb Strategic Services, L.L.P. ("Babb Strategic"), a consulting and strategic planning services company that he formed in 2006. Prior to forming Babb Strategic, he served as Executive Vice President - Chief Administrative and Legal Officer, and Secretary of Beverly Enterprises, Inc., a leading provider of healthcare services to the elderly in the United States, from 2000 to 2006. Prior to that he served in a number of senior executive roles at Burlington Northern, Inc., a diversified transportation company and Burlington Northern Santa Fe Corporation, from 1978 to 1999 and as Staff Counsel for the South Carolina Attorney General's Office from 1977 to 1978. Mr. Babb holds a bachelor's degree from Minnesota State University and a J.D. from the University of South Carolina.



Robert A. Young III, Chairman of the Board United States Marshals Museum Foundation

Robert A. Young III began his 52-year career at Arkansas Best Freight (ABF) in 1964 where he served as the Supervisor of Terminal Operations. He later served as the Chief Executive Officer of Arkansas Best Corporation (ArcBest) from 1988 to 2006 as well as other positions including President and Chief Operating Officer. Mr. Young served as Chairman of the Board for ArcBest from 2004 until his retirement in 2016.

Robert is the past chairman/president of a number of civic and community boards including The Arkansas State Chamber of Commerce, Sparks Regional Medical Center, and the United Way of Fort Smith. He also served on the board of the Federal Reserve Bank of St. Louis in the Little Rock Branch from 2004 until his retirement in 2011. Mr. Young served on the board of trustees of Lyon College and as chair of that board for several years. Currently, he serves on the board of directors of the University of Arkansas Fort Smith Foundation, the board of directors for First Bank Corporation, First National Bank, the Fort Smith Boys and Girls Club, and chairs the U.S. Marshals Museum Foundation.

Among the numerous honors and distinctions Mr. Young has received include the Lifetime Alumni and Silver Beaver Awards from the Boy Scouts of America; the Jack White Leadership Fort Smith award and the Arkansas Jaycees' Outstanding Young Man of Arkansas award.

Robert earned a B.A. in Economics from Washington and Lee University and has been awarded by Lyon College with a Doctor of Humane Letters honorary degree. He and his wife, Mary, have four children, Tracy, Christy, Robert (deceased) and Stephen. They also have eight grandchildren.

Location

Fort Smith, Arkansas

So Much to Offer: Nestled along the Arkansas River, between the Ozark Mountains and the Boston Mountains, Fort Smith has ample recreational areas and beautiful scenery. Bike and hiking paths, state parks, and national forests are accessible in any direction. Retail shopping and cultural treasures abound in Fort Smith, and additional services are available in Northwest Arkansas (one hour north), Tulsa (two hours west) and Little Rock (2.5 hours east). [This link](#) to the United States Marshals Museum site offers additional links to city information, area entertainment, local media, and annual events.

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, call
or send nominations or cover letter and resume to**

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