



EXECUTIVE SEARCH OPPORTUNITY PROFILE

For the position of:
**Vice President of
Membership**

The Sportsmen's Alliance

May 2019



**executive
search &
recruitment**

ADVANCING NONPROFITS



SPORTSMEN'S ALLIANCE

SUMMARY OF THE OPPORTUNITY

At a pivotal time in the organization's history, we are pleased to announce the opportunity to join the executive leadership team of The Sportsmen's Alliance and Foundation as the organization's next Vice President of Membership. This is a unique opportunity to join a young, energetic, and driven executive team as a key contributing member focused on developing and implementing the national membership strategy, including the launch of a national chapter system and associated events. Additionally, this senior leader will work with the CEO to solidify and grow corporate partnerships for the Alliance and its Foundation in conjunction with a growing brand presence and increased membership numbers.

Dedicated to defending America's fishing, hunting, and trapping legacies on behalf of sportsmen (and women) everywhere, the Alliance is seeking its next VP of Membership to work alongside the rest of the executive leadership team as together they move the uniquely positioned and critically important organization into an era of intentional growth on the national stage.

ABOUT THE SPORTSMEN'S ALLIANCE AND FOUNDATION

The Mission

To protect and advance America's heritage of hunting, fishing and trapping. We do this by uniting sportsmen to:

- Protect against legal and legislative attacks by the animal rights movement
- Win public support for outdoor sports
- Ensure the future of this heritage by involving families in the outdoor experience
- Promote the sportsman's stewardship role in the scientific management of America's fish and wildlife



The Challenge

The animal-rights movement, from extreme individuals to radical multimillion-dollar organizations, espouse a deep love and commitment to wildlife. But their actions betray their words.

Instead of investing in habitat acquisition and access, funding studies to better understand wildlife or financing the reclamation and improvement of lost habitat, the animal-rights movement bankrolls a staff lawyers who file lawsuits that stymie ecosystem enhancement and expansion – ultimately they embrace an ideology that destroys the balance of wild lands and the creatures found throughout this great country.

It has always been the sportsman who funds the nation's growth and progression of natural habitats and wildlife. It is the individual license buyer and the members of species-specific conservation organizations who provide equal parts funding and back-breaking sweat equity to enrichment nature.

Yet today, sportsmen face attacks like no other time in history. The animal-rights movement has vowed to use every legislative and legal process to attack our heritage – and they're making good on that threat at every level of government and in every state in the union.

“In a civilized and cultivated country, wild animals only continue to exist at all when preserved by sportsmen.”

Theodore Roosevelt

Structure

The Alliance's effort is handled by two nonprofit organizations that feature distinct capabilities, but common goals. Both protect and advance outdoor sports and scientific wildlife management. They are:

Sportsmen's Alliance: The Alliance is responsible for legislative and ballot issue campaigns, and other government relations activities. The Alliance is a 501(c)(4) organization.

Sportsmen's Alliance Foundation: The Foundation is responsible for legal defense, public education and research. The Foundation is a 501(c)(3) organization.

History

Originally known as the *Wildlife Legislative Fund of America and Wildlife Conservation Fund of America*, the organization formed in 1977 after Ohio Ballot Issue 2 threatened Ohio's trapping community. After leading the fight to successfully defeat the bill, the U.S. Sportsmen's Alliance (USSA), as it would later become known, was officially incorporated in 1978 as the number one defender of sportsmen across the country. During the summer of 2015, USSA's name changed to the Sportsmen's Alliance in an effort to decrease name length and enhance brand recognition.

The Early Years

From the outset, the Sportsmen's Alliance has left an important mark in the sporting and legislative communities. In 1982, they actively supported *Common Sense Amendments* to the Endangered Species Act that would protect our outdoor heritage from coast to coast. Not slowing down, the organization would move on to create hunter harassment legislative language that over the next decade would be implemented in all 50 states. Those protections are still in place today.

After leading the charge to defeat a 1983 ballot issue aimed to ban moose hunting in Maine, the Sportsmen's Alliance created the *Protect What's Right* campaign to utilize the vast network of conservation clubs to educate the public and advance our mission. At one point, as many as 1,500 conservation clubs from coast to coast united under the *Protect What's Right* banner.

Shortly after, *The Sportsmen's Legal Defense Fund* (SLDF) was created, making it the only entity with the sole purpose of defending sportsmen's rights in the courts. The SLDF is still winning precedent-setting cases for sportsmen today.



Fighting for the Future

Over the next eight years, Sportsmen's Alliance grew as a national organization. In developing a vision for the future of hunting, fishing and trapping, it became apparent that it was important not only to protect current sportsmen but also to introduce outdoor sports to the next generation.

Thus, in 2001, the *Trailblazer Adventure Program* was created to reach a new generation of hunters and anglers by introducing youth and their families to an outdoor lifestyle. The *Trailblazer Adventure Program* developed into one of the nation's leading outdoor youth education program, reaching 1 million participants in just nine years. Today, the program is nearing the milestone of 2 million participants nationwide.

The Sportsmen's Alliance has expanded its work to attract newcomers through the development of the ground-breaking *Families Afield* program, a collaborative effort by Sportsmen's Alliance, National Shooting Sports Foundation and the National Wild Turkey Federation, along with the National Rifle Association and the Congressional Sportsmen's Foundation. *Families Afield* continues to be a leading program to open the door to a new generation of hunters. The hallmark of the program is a "try before you buy" approach, allowing new hunters to obtain an apprentice license and hunt under the watchful eye of an experienced hunter before taking a hunter education course.



The program has enjoyed huge success, being implemented in 41 states across the country allowing more than two million new hunters to go afield through apprentice hunting licenses.

Issues Today

The Sportsmen's Alliance and Foundation are engaged in the most pressing legislative, legal and ballot initiative fights facing sportsmen today, including multiple lawsuits with national implications. Such issues include the delisting of wolves and grizzly bears from the Endangered Species list, as well as protecting state management of wildlife in Alaska.

Moving Forward

Two years ago, CEO and President Evan Heusinkveld stepped into the chief executive role at SA/SAF after serving as the organization's Vice President of Government Affairs. Having worked hard to (re)establish a strong financial footing for the organization, Evan and his Executive Team are committed to positioning the Alliance and its Foundation for long-term growth and increasing national impact.

There has perhaps never been a more important time for the work of SA/SAF as they lead the charge and work in partnership with other conservation organizations to protect America's outdoors sporting heritage.

THE OPPORTUNITY: *Build a brand. Galvanize a movement. Protect a legacy.*

Never have the rights of America’s outdoorsmen and women been so under attack and thus never have the legislative protection efforts of the Sportsmen’s Alliance and its Foundation been more important.

Today, America’s outdoors heritage is under siege. Yet, while a range of hunting/conservation groups exist to protect certain aspects and interests of the sporting community, SA/SAF fills a vital role as the only entity uniquely designed and equipped to lead the legislative and legal fight by representing the interests of all sportsmen, including where possible uniting disparate conservation groups in a common cause.

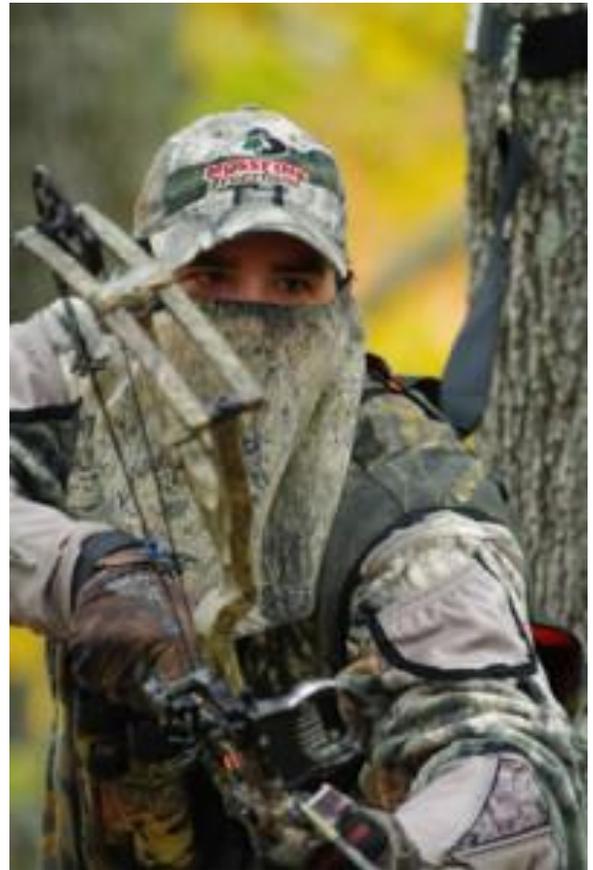
As a “defensive first” organization that exists to fight the hardest fights wherever they arise, SA/SAF plays an integral role supporting the conservation and hunting heritage efforts of all other like-minded groups. However, unlike other groups, this organization does not sponsor specific, localized conservation projects nor does it have a “critter” around which to rally local supporters.

Rarely able to anticipate where its next battle will be, SA/SAF serves as a watchman at the gate, observing, documenting, garnering support, and bringing to bear unique expertise in order to protect the freedoms on which other conservation groups rely.

Having recently hired SA/SAF’s first Vice President of Development to set and implement an overarching fundraising plan for the organization, as well as a Vice President of Government Affairs to fill his own former position, CEO Evan Heusinkveld is now seeking a highly qualified leader with concrete experience to build a national membership network as well as develop growing corporate partnerships. This final executive-level hire will complete the energized and focused executive leadership team, complementing other leaders who serve in marketing, development, operations, and government affairs.

After decades of organic growth and impact that was often behind the scenes, SA/SAF is now poised for national-level prominence commensurate with its impact and mission. The new VP of Membership will work collaboratively to build brand presence and awareness through intentional membership growth and corporate engagement. The right candidate must be driven and highly competent, able to contribute to a strong team and present well-vetted, experience-based strategy.

The personal characteristics which should define the new vice president include tenacity, energy and an entrepreneurial spirit combined with flexibility and good humor. This leader will embody humility and sophistication: s/he must be relational and down-to-earth in order to relate to the common member while at the same time having the executive communication skills necessary to personally develop and manage major corporate partnerships.



QUALIFICATIONS, COMPETENCIES, & RESPONSIBILITIES

The Sportsmen's Alliance is seeking a Vice President of Membership who works collaboratively with the CEO, CFO, Vice President of Development, Vice President of Government Affairs and the Vice President of Marketing and Communications to fulfill the Sportsmen's Alliance and Foundation's mission, ensure financial growth, and promote an environment of continuous improvement.

The Vice President of Membership has a major role in positioning the organizations for growth through highly effective fundraising. This senior administrator is responsible for developing, implementing, and managing comprehensive programs in membership, business partner cultivation, event hosting/planning and outdoor sports advancement. Reporting directly to the President and Chief Executive Officer, the Vice President of Membership will work with all of the Alliance and Foundation's constituencies and serve as a steward supporting the outdoor heritage. The Vice President ensures a coordinated approach to membership that supports the organization's top strategic priorities. The Vice President of Membership serves as the Alliance and Foundation's liaison to the private and public sector in strengthening membership, business partnerships, directing event based fundraising initiatives and establishing national chapters. This senior officer will set ambitious, clear, and achievable goals and will inspire the staff to meet or exceed these expectations. Active in the outdoor industry and surrounding community, the Vice President will participate in the identification, solicitation, and stewardship of business partners and national chapter locations.

Core Responsibilities:

- Establish productive partnerships and relationships with corporations, businesses, Foundation and Alliance board members, and others within the outdoor community.
- Provide input into the marketing and branding of the Alliance and Foundation.
- Provide strategic direction and leadership for the Alliance membership recruitment, event-based fundraising, chapter establishment and business partner programs.
- Develop and propose strategies for the solicitation of new members, business partners and outdoor clubs. Determines ongoing relationships with constituents, plans/directs event-based fundraising, recruits new business partners and directs communication with constituents.
- Manage staff with a concentration on accountability, based on performance reviews and clear annual goals.
- Inform the President & CEO and the Alliance & Foundation's Board about trends, issues, and best practices in membership, business partner program and chapter formation in order to recommend and implement policy changes.
- Build relationships with outdoor industry partners and businesses to expand engagement, benefit members and increase fundraising opportunities.
- Directs grassroots fundraising operations, event based fundraising opportunities and membership drives in support of the Sportsmen's Alliance and Foundation.
- Directs and creates new avenues to engage constituents and prospects into participating in the organization.
- Provides information and serves as a spokesperson regarding the Alliance and Foundation's work to the Board of Directors, Board of Trustees, donors, members, media, conservation organizations, sportsmen and women and the public.

Qualifications:

Education: Bachelor's degree or higher in business, sales, marketing, public administration, fish and wildlife management, natural resources management or similar field. A master's degree and certifications in association management and/or fund raising would be beneficial, but is not required.

Experience: 8-12 years of progressively responsible experience in not-for-profit management including administration, fundraising and marketing. Position requires ability to create and edit written products distributed to the public.

Skills and Abilities: Knowledge and appreciation of outdoor sports and the vital role that it plays in wildlife management is needed. Ability to relate well and work effectively with multiple constituencies and audiences. Display excellent conservation knowledge, leadership, verbal and writing skills. Knowledge of office systems: MS-Office preferred and fundraising database systems (e.g., Raiser's Edge). A team player committed to developing and working within a collaborative environment and to ensuring the highest customer service orientation.

Travel: Requires regular travel (20%-40%) for weekend and evening meetings within the United States.

Other Requirements: A passion for hunting and wildlife conservation is essential. An entrepreneurial and self-management personality along with a desire to win and help advance a growing organization in an exciting and fast-paced environment is necessary.

COMPENSATION, BENEFITS, AND LOCATION

Compensation and benefits for this position are highly competitive with comparable opportunities. SA/SAF is committed to attracting and retaining exceptional leadership.

This position will be based at SA/SAF's corporate headquarters in Columbus, Ohio. SA/SAF will assist the successful candidate with relocation costs and other accommodations.

THE SEARCH AND SELECTION PROCESS

[DB&A Executive Search & Recruitment](#) has been retained by the Sportsmen's Alliance to conduct this search for the next Vice President of Membership. Candidates will be identified through a number of sources; DB&A consultants will review and evaluate all interested parties in the process of determining a final group for consideration. The search will be coordinated by SA/SAF's Selection Committee, who will be involved in all aspects of the process, including interviewing finalists and participating in the decision-making process.

The search will be conducted in a professional, consistent manner with a commitment to all potential candidates being afforded the same considerations by the search firm and the Client. SA/SAF is an equal opportunity employer. All reasonable efforts will be made to protect the confidentiality of candidates.

Additional information may be obtained by visiting <http://www.DBA-Search.com>

For further information on this search, please contact:



Cole Costanzo, Chief Executive Officer
Email: resumes@dickerson-bakker.com

DBA-Search.com