



National Urban League

<https://nul.org>
New York, NY

Mission: "Enabling African Americans and other underserved urban residents to secure economic self-reliance, parity, power and civil rights."

VICE PRESIDENT OF SPECIAL INITIATIVES AND ADVANCEMENT

THE OPPORTUNITY

Founded in 1910, National Urban League (the League) is the nation's oldest and largest community-based organization devoted to empowering African Americans to enter the economic and social mainstream through programs, advocacy, and research. Under the inspiring leadership of President & CEO Marc Morial, the League is now undergoing a period of exciting transformational growth and impact. Through its nearly 100 Affiliates, diverse programs, and advocacy, the League advances its mission to enable African Americans to secure economic self-reliance, parity, power and civil rights. The League reaches more than one million Americans each year through its valuable and relevant resources and programs, such as the online jobs network, the Mature Worker Program, the Urban Youth Empowerment Program, the Community Health Workers program, financial literacy, homeownership preparation and foreclosure prevention classes, and education development.

The League seeks a talented, mission-driven Vice President of Special Initiatives and Advancement (Vice President). The successful candidate will have the opportunity to manage the African American Quality of Life Renewal Initiative (the Initiative). S/he will oversee and act as the fiscal agent for the Initiative, provide due diligence, and ensure that the League's activities and programs align with the goals and mission of the Initiative.

The Vice President will have proven success in project and grant management. S/he will have a track record of successful identification, cultivation, and solicitation of corporations and foundations. The ideal candidate will create and maintain long-term relationships with new and current corporate and foundation donors, while systematically identifying and targeting new prospects. S/he will have the flexibility and agility to adapt to changing organizational priorities and needs. The successful candidate will have the ability to proactively elicit and translate various priorities into compelling cases for support to corporations and foundations.

The Vice President will serve as the League's advocate. S/he will be a skilled communicator comfortable conveying the values, strengths, vision, and priorities of the League to diverse audiences.

National Urban League has retained [Freeman Philanthropic Services, LLC](#) to assist on this executive recruitment.

THE LEAGUE'S HISTORY AND IMPACT



The National Urban League has worked for over a century to provide opportunities for the underserved. Whether in the field of education or employment, housing or healthcare, the League has been there to protect and champion the disenfranchised members of our society.

The League has a rich history. In 1911, three organizations merged to form the National League on Urban Conditions Among Negroes, later shortened to the National Urban League. From its creation, the League has worked to help African Americans fight the pervasive discrimination they face. The fledgling organization counseled migrants from the South, helped train social workers, and brought education and employment opportunities to African Americans. Its research into the problems African Americans faced in employment opportunities, recreation, housing, health, sanitation, and education spurred the League's rapid growth. By the end of World War I, the organization worked in 30 cities across America

From 1918 to 1941, the League significantly expanded its multifaceted campaign to eliminate barriers to employment. During the civil rights era, the League's New York headquarters housed the meetings of A. Philip Randolph, Martin Luther King, Jr., and other civil rights leaders as they planned the 1963 March on Washington. The ideas of then-President Whitney M. Young, Jr. influenced President Lyndon Johnson's War on Poverty legislation.

During the 1980s and 1990s, the League worked in three broad areas: education and youth development; individual and community-wide economic empowerment; and affirmative action and the promotion of inclusion as a critical foundation for securing America's future. The League established the Institute of Opportunity and Equality in Washington, D.C., a think tank that conducts research on urban issues,. The Institute created the Campaign for African American Achievement, which was a community mobilization and advocacy initiative created to raise awareness and promote the importance of achievement.



Today, the National Urban League continues its work through its Affiliate network to achieve its five organizational goals:

- **Education & Youth Development:** Every American child is ready for college, work, and life.
- **Jobs, Entrepreneurship, & Business Development:** Every American has access to jobs with a living wage and good benefits.
- **Housing & Community Development:** Every American lives in safe, decent, affordable and energy-efficient housing on fair terms.
- **Health & Quality of Life:** Every American has access to quality and affordable healthcare solutions.
- **Justice & Civic Engagement:** Every American has an equal right and responsibility to fully participate in our democracy and civic processes, and all people have a right to justice and fairness.

The League's signature annual report, State of Black America, is now in its 44th edition. The State of Black America is a premiere source of thought leadership regarding racial equality in America, spanning economics, employment, education, health, housing, criminal justice, and civic participation.

To view the complete description of the State of Black America, visit <https://nul.org/state-of-black-america>.

ABOUT THE AFRICAN AMERICAN QUALITY OF LIFE RENEWAL INITIATIVE

On August 5, 2020, National Urban League announced the Indianapolis African American Quality of Life Renewal Initiative (the Initiative). This extraordinary place-based effort will provide a unique funding opportunity to address challenges facing Indianapolis' African American community. The Initiative is made possible by a grant from the Lilly Endowment.

The Initiative will encourage collaboration and resource maximization between the National Urban League, the Indianapolis Urban League, and the African American Coalition of Indianapolis and its member organizations, community groups, faith-based organizations, corporations, foundations, local and state public agencies and individuals already engaged in addressing challenging conditions facing African Americans in Indianapolis.

The Initiative will also seek additional corporate, government, educational and philanthropic partnerships to best achieve short-term and long-term goals in creating permanent improvement in the quality of life within the Indianapolis African American community.

To read the complete description of the Initiative, visit <https://nul.org/news/place-based-quality-life-of-renewal>.

BOARD OF TRUSTEES

The Board of Trustees is comprised of dedicated and engaged leaders committed to the League's mission, vision, and continued growth. The Board is a diverse group of professionals, business, philanthropists, and community leaders.

To view the complete list of the Board of Trustees, visit <https://nul.org/board-of-trustees>.

LEADERSHIP



Marc H. Morial, President and Chief Executive Officer

Since his appointment to the position of President and Chief Executive Officer in 2003, Marc H. Morial has worked to reenergize the League's constituencies by building on the strengths of the organization's 100-year-old legacy and increasing its profile both locally and nationally. He has been recognized as one of the 100 most influential Black Americans by Ebony Magazine and as one of the Top 50 Nonprofit Executives by the Nonprofit Times.

In his first year as President and CEO, Morial worked to streamline the organization's headquarters, secured over \$10 million dollars in new funding to support affiliate programs, created the first Legislative Policy Conference, created profitability for the National Urban League's annual conference, and secured a \$127.5 million equity fund for minority businesses through the New Markets Tax Credit program. His creativity has led to initiatives such as the Urban Youth Empowerment Program, to assist young adults in securing sustainable jobs, and Entrepreneurship Centers in five cities to help the growth of small businesses.

In a distinguished professional career that has spanned 25 years, Morial is one of the most accomplished servant-leaders in the nation. A successful entrepreneur, Morial has also led a distinguished career as a lawyer and politician. He was one of the youngest lawyers, at age 26, to argue and win a major case before the Louisiana Supreme Court and is the recipient of the Louisiana State Bar Association's Pro Bono Publico Award for his legal service to the poor and disadvantaged. He later served on the adjunct faculty of Xavier University in Louisiana, where he taught Constitutional Law and Business Law.

As a Louisiana State Senator, Morial was named Legislative Rookie of the Year, Education Senator of the Year, and Environmental Senator of the Year, while authoring laws on a wide range of important subjects. As Mayor of New Orleans, Morial was a popular chief executive with a broad multi-racial coalition who led New Orleans' 1990's renaissance, and left office with a 70% approval rating. Elected by his peers as President of the bi-partisan U.S. Conference of Mayors, he served during the 9/11 Crisis and championed the creation of the Department of Homeland Security and the Federalization of airport security screeners.

Morial holds a law degree from Georgetown University Law Center in Washington, D.C., and is a graduate of The University of Pennsylvania, where he earned a degree in Economics and African American Studies. He has also received honorary degrees from Xavier University, Wilberforce

University, and the University of South Carolina Upstate. He serves as an Executive Committee member of the Leadership Conference on Civil Rights, the Black Leadership Forum, and Leadership 18, and is a Board Member of the Muhammad Ali Center, and the New Jersey Performing Arts Center.



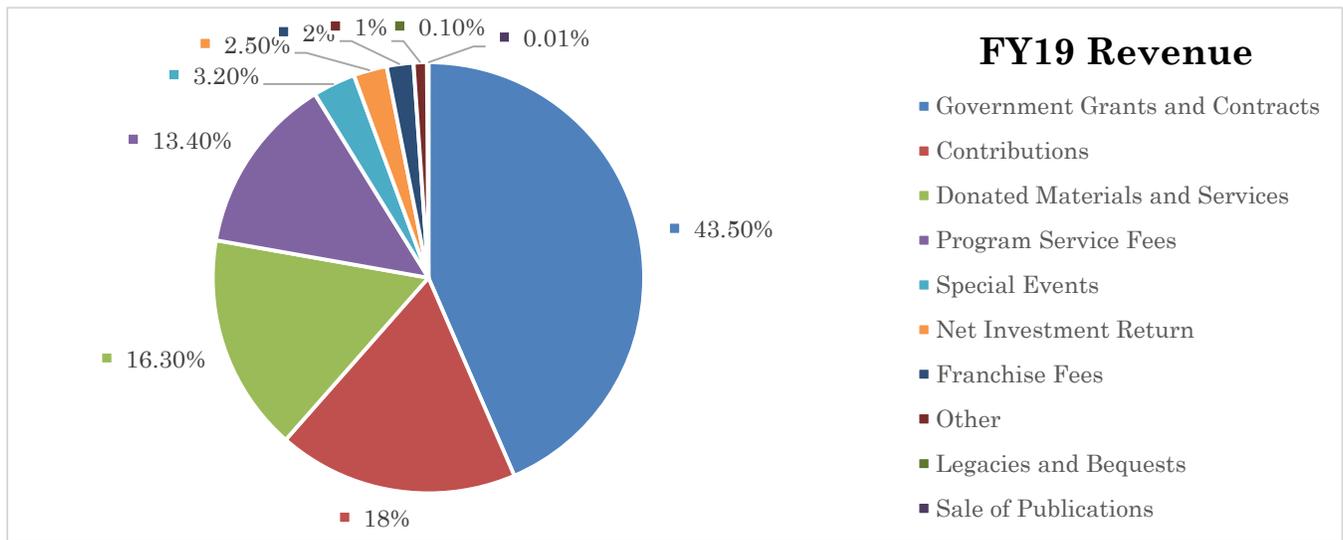
Dennis G. Serrette, Senior Vice President and Chief Partnerships Officer

Dennis joined the National Urban League in 2007 and serves as Senior Vice President & Chief Partnership Officer. In this capacity, he leads the team whose focus is the strategic planning and execution of the organizational fundraising plan, recruitment and day to day relationship management of the Board of Trustees, and key coalition partnerships in support of the organizational mission. Dennis brings more than 30 years of success in board and fund development, business development, strategic planning, and sales management.

Prior to joining the League, Dennis served as Vice President, Corporate Development at United Way of New York City where he was responsible for overall management and growth of their \$65 million annual campaign and played a pivotal role in the fundraising administration and donor relations for the September 11th Fund which raised over \$560 million.

FISCAL YEAR 2019 FINANCIALS

Below is the breakdown by percentage of the League’s revenue, delineated by sources of support, for fiscal year 2019:



IMPORTANT AND REPORTING RELATIONSHIPS

The Vice President will report to the Senior Vice President & Chief Partnerships Officer and will work closely with the President & CEO. The successful candidate will represent the National Urban League as the fiscal agent for the Initiative.

The Vice President will encourage collaboration and resource maximization between the National Urban League, the Indianapolis Urban League, and the African American Coalition of Indianapolis and its member organizations, community groups, faith-based organizations, corporations, foundations, and local and state public agencies.

Concurrent with project management of the Initiative, s/he will identify corporate and foundation prospects and further develop relationships with new and current donors. The successful candidate will collaborate with colleagues and staff throughout the League, including revenue functions, to ensure best practices. The Vice President will continue to engage key corporate and foundation prospects and donors, their staffs, vendors, consultants, and other outside resources.

OPPORTUNITIES AND CHALLENGES

The Vice President will serve as a highly collaborative team member to expand capacity and capabilities. The League seeks an exceptional project manager and fundraiser with both the capacity and the demonstrated track record to respond effectively to the following key opportunities and challenges:

- Obtain a thorough understanding of the League's mission, programs, and the Initiative.

AFRICAN AMERICAN QUALITY OF LIFE RENEWAL INITIATIVE

- Oversee the Initiative, provide due diligence, and serve as fiscal agent for the National Urban League;
- Ensure that the League's activities and programs align with the goals and mission of the Initiative;
- Liaison with key stakeholders regarding planning, budgeting, administration, and deliverables of the Initiative;
- Serve as the National Urban League's project manager to Indianapolis Urban League and the African American Coalition of Indianapolis to ensure equality, education, economic empowerment, and health and wellness in the African American community;
- Manage and monitor the grant and prepare funding reports;
- Analyze and troubleshoot program challenges; and
- Conduct program review in alliance with the Initiative's criteria, and submit deliverables to key stakeholders.

ADVANCEMENT

- Build and maintain a portfolio of corporate and foundation prospects;

- Design and execute identification, qualification, cultivation, solicitation, and stewardship strategies for each prospect;
- Create and preserve long-term alliances with new and current donors, while systematically identifying and targeting new prospects;
- Assist with the preparation of annual budgets and income projects;
- Strategize and implement fundraising initiatives and sponsorships in priority areas, as defined by the President and CEO and the Senior Vice President & Chief Partnerships Officer;
- Systematically recognize opportunities for collaboration between the League and the corporate and foundation sectors;
- Collaborate across the League to identify, develop, and package corporate and foundation relations projects and programs, and oversee proposal development to ensure quality control;
- Build, manage, and steward strong relationships with the corporate and foundation community; and
- Maintain best fundraising and operational practices, utilizing clearly defined goals, objectives, and transparent methods for which to measure success.

IDEAL QUALITIES

The Vice President will have the professional experience and acumen necessary to effectively meet the responsibilities listed in the preceding section. Expected experience and personal qualities include:

- Understanding of and commitment to the mission of the League;
- Proven success in project, budget, and grant management, and corporate and foundation solicitation;
- Ability to identify strategic opportunities for investment;
- Ease with synthesizing and explaining complicated and occasionally contradictory information;
- Experience in the creation and implementation of strategies for increasing corporate and foundation support;
- Ability to proactively elicit and translate various priorities into compelling cases for support;

- Ability to engage diverse constituents in a manner that generates excitement, shared purpose, meaningful action, and long-term relationships;
- Strong organizational skills and ability to coordinate various responsibilities and prioritize conflicting demands and deadlines;
- Entrepreneurial spirit, professional experience, and relationship building skills to engage, motivate, and support internal and external constituencies;
- Ability to exercise judgment, sensitivity, and discretion;
- Proven experience adapting to changing organizational priorities and needs;
- Superior communication acumen: excellent writing and editing abilities to shape and craft compelling, successful proposals and related materials;
- Ability and willingness to travel, when needed; and
- Bachelor's degree required, Master's degree preferred.

DIVERSITY

National Urban League recognizes that the diversity of its workforce is vital to its success in meeting its mission. The League is an Equal Opportunity Employer committed to providing equal employment opportunities without regard to race, creed, color, national origin, sex (including pregnancy), age, veteran status, sexual orientation, or disability.

COMPENSATION AND BENEFITS

The compensation package for the Vice President of Special Initiatives and Advancement will be competitive and commensurate with the successful candidate's background and experience.

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

The National Urban League has retained [Freeman Philanthropic Services, LLC](#) (FPS) to assist on this executive recruitment. FPS is a national leader in recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse organizations. Please send all confidential inquiries, applications, and nominations directly to FPS via e-mail at NUL-Initiatives@glfreeman.com.

All applications must include (1) an up-to-date resume, (2) a letter of intent (addressed to FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in their career, and (3) a list of references. Additional materials and information will be requested during the search and interview process.