

**Chief Executive Officer
Position Specification**



**National Forest
Foundation**

National Forest Foundation: Overview & History

The National Forest Foundation (NFF) is the only 501(c)(3) nonprofit organization chartered by Congress dedicated to the restoration and enhancement of our 193 million acres of national forests and grasslands, the centerpiece of America's public lands.

US National Forests host 170 million visits every year with visitor spending pumping \$13.5 billion into our economy annually, sustaining nearly 223,000 jobs in gateway communities.

The NFF has an on-the-ground presence across all nine US Forest Service regions and leads many community funds, projects, and initiatives at the state and local levels. As the largest partner of the US Forest Service, we believe these lands, and all they provide, are an American Treasure vital to the health of our communities.

- More than 9,000 miles of scenic byways to drive
- Almost 150,000 miles of trails to hike
- More than 4,400 miles of wild and scenic rivers to float
- At least 5,100 campgrounds in which to pitch our tents
- And 328 natural pools to swim in

Leadership

- [Board of Directors](#)
- [Staff](#)
- [Leadership Council](#)

Financials and Staff

- Operating budget: ~\$94 million (FY 2024)
- Staff: 135 FTEs

[2022 Annual Report](#)



National Forest Foundation: Mission & Values

Our Values

Unite - Stewarding our National Forests and Grasslands is a complex venture. We encourage and support collaborative processes and strive to improve the relationships between communities and the Forest Service.

Restore - Restoration blends an understanding of historical natural conditions with science and the need to adapt for our changing future.

Engage - Our National Forests and Grasslands are the people's lands. Now and in the future, these lands depend on enduring public trust and engagement. As we pursue our mission, we reach out to communities, individuals and partners, to create ownership and support collective efforts that preserve and embrace these national treasures.

Sustain - We believe in the importance of investing in the strength of communities of interest and of place, helping people to convert their passion for forests into meaningful and sustainable conservation solutions and actions.

Add Value - As the leading nonprofit partner of the U.S. Forest Service, the National Forest Foundation is the only conservation organization chartered by Congress to assist the US Forest Service in its conservation efforts. We don't duplicate the responsibilities of this important federal agency; rather, we complement its daily work beyond the status quo.

The National Forest Foundation is chartered by Congress and is the largest strategic partner to the Forest Service, receiving more funding from them than any other organization in this space.

We engage Americans in community-based and national programs that promote the health and public enjoyment of the 193-million-acre National Forest System, and administer private gifts of funds and land for the benefit of the National Forests.

Our National Forests and Grasslands are at the core of America's natural riches, and yet, today these treasures are threatened by unprecedented challenges. Working with the U.S. Forest Service and partners, our goal is to leverage our best thinking, conservation capacity, and community action to measurably improve the health of our National Forests and Grasslands.

"Nature Connects Us" is a joint campaign between the Forest Service and the National Forest Foundation, and the next evolution of our efforts to awaken and strengthen all people's connection to national forests and grasslands. It is grounded in honoring ancestral tribal homelands through respectful and mindful visitor experiences.



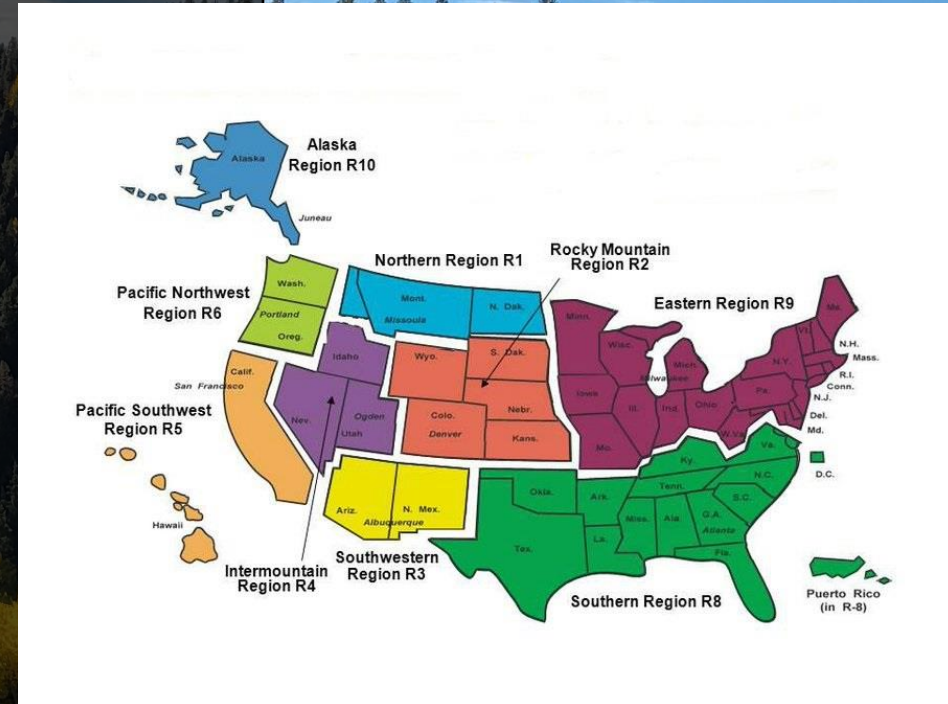
Expansive Project Portfolio

Regional Program Work Portfolios covering each of the nine US Forest Service Regions

- Alaska Region
- Pacific Northwest
- Pacific Southwest
- Intermountain Region
- Northern Region
- Rocky Mountain Region
- Southwest Region
- Southern Region
- Eastern Region

National Program Work Portfolios

- Fire Reduction & Forest Health
- Reforestation
- Conservation Finance
- Conservation Grants
- Programmatic Communications
- Natural Resources
- Conservation Partnerships



The Position

Reports to: Chair, Board of Directors

Direct Reports: Chief Conservation Officer; Chief Financial Officer; Chief Marketing Officer; Chief People Officer; Executive Assistant

Location: The location for this position is flexible throughout the US, with the expectation of frequent travel to the regions and a regular presence in Washington, DC

The National Forest Foundation (“NFF”) has undergone significant growth and transformation in recent years: with unprecedented investments in our nation’s forests by the U.S. Forest Service and state and local governments, and increased attention from funders, the media, and the public at large, the NFF has reached an incredible moment. Of course, all of this is occurring against the backdrop of the historic inflection point for forests, increasing wildfires, new demands on recreational facilities, and the rush to help individuals and businesses understand how they can be a positive force for change regarding these issues.

The next CEO will seize upon this momentum to further amplify NFF’s role in the climate and environmental zeitgeist and drive even greater impact. The NFF’s focus of increasing carbon sequestration and in embracing technology provides a powerful platform from which to do so.

To achieve these ambitious goals, the next CEO will enhance and build relationships with a wide ecosystem of stakeholders, and will take a wide lens view of the ecosystem of partners with whom the NFF liaises, including private landowners, and state, federal, and tribal partners. Above all, the next CEO will serve as the chief ambassador, raising the public profile of the NFF. By focusing on significantly expanding the NFF’s brand through its relationships with policymakers, engaging in thought leadership, and attracting philanthropic support—the next CEO will lead strategic changes for the organization to meet the moment. The next CEO will be a bold visionary and strategic leader, leading and galvanizing the NFF into its next era.



Key Responsibilities

Strategy and Implementation

- Lead the NFF in developing a bold, multi-year strategy, aimed at raising the organizational profile and deepening its impact
- Identify opportunities for innovation and improved operating efficiencies, effectiveness, and competitiveness; maintain and enhance a measurement and data-driven culture that is focused on the long-term impact of its programs
- Engage current NFF leaders and staff, as well as the Board, in open and honest dialogue around creating the NFF of the future, driving toward greater diversity of funding sources

Fundraising and Philanthropic Support

- Lead and guide a strategy to attract philanthropic support from private individuals, foundations, and corporations
- Deepen relationships with current high-net-worth donors while launching systematic initiatives to identify and target other individuals capable of making major financial contributions.
- Manage a personal portfolio of top-tier private and individual donors and prospects in support of qualification, cultivation, solicitation, and stewardship of new and existing institutional and organizational donors.

Advocacy and Policy

- Elevate the reputation of and awareness of the NFF as a leading voice on issues of conservation and environmentalism, through brand elevation, event attendance, and speaking engagements
- Advance positive relationships with industry, government and policymakers, the U.S. Forest Service, Indigenous and tribal communities, and the general public, as appropriate

The Person

Pivotal Experience and Expertise

ELEVATING EXTERNAL VISIBILITY

A creative visionary with proven experience elevating an organization's visibility and reputation with different stakeholders to promote stronger partnerships, marketing and brand building, advocacy, thought leadership, and additional fundraising/revenue streams.

FUNDRAISING ACUMEN

Strong fundraising acumen with experience working with foundations, high-net-worth individuals, and corporations. An aptitude to implement creative and innovative strategies or partnerships to support substantive growth in resource mobilization.

STAKEHOLDER ENGAGEMENT

Strong network- and relationship-building skills to build partnerships with donors, stakeholders, communities, and external organizations at the leadership levels. Ability to effectively manage and foster relationships with internal and external stakeholders, including the U.S. Forest Service, staff, Board, tribal and Indigenous communities, landowners (private, state and federal), and policymakers.

STRATEGY & VISION

Proven track record of developing and implementing strategic plans. Experience in identifying and executing on opportunities for growth and expansion and driving toward a vision.

Culture Impact

MISSION-DRIVEN LEADER

Passion for the National Forest Foundation's mission of restoring and enhancing our National Forests and Grasslands.

INNOVATION & GROWTH

Continuously seeks opportunities to innovate, iterate, and improve strategies. Never complacent; always seeks to do more and better.

COMMITMENT TO FAIR ACCESS, ENGAGEMENT, & BELONGING FOR ALL

Proven senior leadership and management experience, with the ability to build inclusive teams and culture with high levels of engagement and belonging; drive initiatives with measurable results; commitment to fostering a welcoming workplace with fair access for a wide range of people and backgrounds.

Engagement Team

Abby Gorman

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JJ. Cutler

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Meghan Ashbrock

mashbrock@heidrick.com

Review of candidates will begin immediately. Applications, inquiries, and nominations can be sent to
NationalForestFoundationCEO@heidrick.com

- *The National Forest Foundation is an equal opportunity employer maintaining a policy of nondiscrimination in all recruiting and employment practices on the basis of race, color, national origin, sex, pregnancy, gender identity, sexual orientation, marital status, religion, genetic information, age, disability, veterans, or any other protected class identified by federal, state, or local law. All employees are respected, accepted, and appreciated for their unique and important contributions to the mission. The National Forest Foundation offers an excellent compensation and benefits package for regular, full time employees.*