

# Guideposts®



## Opportunity Profile

Senior Vice President of  
Strategic Growth and Philanthropy

Guideposts | Danbury, CT

*Everything We Do is Ministry.*



*"I love Guideposts and Angels magazines. I remember reading The Power of Positive Thinking, many years ago and it had such a huge impact on my life. Thank you for making such a wonderful impact on so many lives. I know you've blessed mine!"*

*– Pat B.*



# Letter

from President and CEO John Temple



Dear Prospective Candidate,

Regular people do extraordinary things. For over 70 years, Guideposts has shared stories that show the power of prayer and God's work in our daily lives. These captivating stories inspire millions to put their faith into action and overcome their problems, achieve their potential, and help others.

As we look to the future, the ways in which we deliver that inspiration are expanding. I envision this SVP of Strategic Growth and Philanthropy to be a strategic partner with me and the leadership team as we expand our delivery of ministry, partner with service organizations and corporations, and ultimately, grow the positive impact we have on people. We are thinking creatively and strategically about how Guideposts is adapting and expanding, and we are seeking a talented leader to join us as we tell the story of our impact to current supporters and build alliances with new ones.

Be assured that joining the Guidepost's team means you are part of an organization with a rich heritage and unprecedented opportunities with the financial foundation and strength to invest in our future.

Thank you for your consideration of this vitally important position at Guideposts. I encourage you to read through this Opportunity Profile and to further explore our website for additional information. If you are interested in pursuing this opportunity, please reference the Process of Candidacy page to begin the application process. If you have any questions, please contact Laura Coverstone (615-261-4623) or Ed Poff (860-983-0367), the JobfitMatters Consultants who are assisting Guideposts in this search.

John Temple  
President and CEO



*"Please give my thanks to everyone at Guideposts for helping us share God's love through the many booklets made available to us. God Bless and may He bring His strength upon all of you to continue the many hours of outreach for others."*

*- Chaplain Dennis F.*

# The Impact

Guideposts is a nonprofit organization dedicated to providing hope, encouragement, and inspiration to millions of people across America and the world. Every day, millions of people are uplifted by Guideposts publications, prayer network, outreach programs, and online community.

- More than 7 million readers of Guideposts, Angels on Earth and Mysterious Ways magazines are inspired by stories of ordinary people overcoming life's challenges in extraordinary ways.
- Through Guideposts prayer ministry, people's prayer lives are enriched and encouraged through books, magazines and blogs on the topic. Over 5 million requests are lifted in prayer each year through the Guideposts OurPrayer ministry – and the numbers keep growing. A vibrant community of 3500 volunteers ensures requests are cared for and faithfully prayed for.
- Guideposts touches military personnel, their families and veterans in special ways, ensuring inspirational literature is available to Chaplains, VA Hospitals and Military bases. Materials are created that speak to the unique needs of these heroes and allow them to tell their stories in ways that will inspire and comfort each other. Overall Guideposts distributes over 2 million pieces of inspirational literature to the military – magazines and booklets combined.
- Over 300,000 people start their day with devotional time, using the popular annual book, Daily Guideposts, as a source for reflection, reassurance and prayer.
- The digital community embraces the messages of Guideposts through the popular website [www.guideposts.org](http://www.guideposts.org) with more than 400,000 unique visitors per month. Daily engagement levels of Guideposts and OurPrayer Facebook fans (collectively a fan base of more than 700,000) can soar to close to a million people reached with posts that touch the heart and stir the soul.
- Assuring inspirational materials are available to those who need them the most, Guideposts partners with organizations and Chaplains serving prisons, hospitals, nursing homes and many other facilities where people seek a sense of hope, encouragement and faith.
- These are just some of the ways Guideposts makes a difference - we invite you to learn more about the impact of Guideposts by visiting [www.guideposts.org](http://www.guideposts.org).

The Senior Vice President of Strategic Growth and Philanthropy will lead efforts to fund the ministries of Guideposts and allow the team to find new and different ways to spread the message of hope and inspiration to people where they need it and how they need it.





## The Founders' Timeless Vision

Dr. Norman Vincent Peale and his wife Ruth Stafford Peale cofounded Guideposts in 1945. They envisioned an organization that would help people from all walks of life achieve their maximum personal and spiritual potential. The Peale legacy continues powerfully today in the vision for the future — to offer people messages and services that inspire, encourage, and uplift.

Dr. Peale authored the landmark bestseller *The Power of Positive Thinking* in 1952. Though so much in life has changed since then, the principles of living a faith-based life are just as relevant today as ever. To read an updated and condensed eBook, download a complimentary copy at [Positive Thinking 2014: Rediscover the Power of Positive Thinking](#).

## Culture of Innovation

Under John Temple's leadership, Guideposts is changing rapidly and adapting. "This organization is evolving and has the opportunity to reach millions more through ways that were not possible 3 to 5 years ago, or even one year ago. The rapidly changing digital landscape gives us wonderful opportunities to create communities and reach people of all walks of life. Things are happening fast. This person needs to be nimble; they need to be quick. If they believe in doing things by the numbers and slow and steady, this is probably not a good fit. We need innovative thinking. For the right person, this is a wonderful role because it opens up the opportunity for **creativity** and **imagination** and **energy** and **cooperation**."



## Guideposts.

Guideposts is an inspirational magazine that nurtures the personal growth of millions of readers, helping them find peace of mind, solve tough personal problems and build satisfying relationships with family, friends and co-workers. With Guideposts, you'll be moved and inspired by the heartwarming stories of hope and courage by everyday people and well-known celebrities. Guideposts magazine has been a source of hope and inspiration to millions of people for over sixty-five years.

# The Position

The successful candidate will guide the Development organization through a transition that funds the Guideposts organization, leveraging and repositioning Guideposts vision and legacy. The individual will develop the case for support and messaging for the Guideposts ministry to ensure engagement and support from key donors and constituents. Working across the organization, the case for support will provide opportunity for large funding through individuals moved to partner and share Guideposts vision, and in cooperation with the SVP of Strategic Alliances, identify and build support from like-minded organizations and foundations in a mutually beneficial manner. He or she will direct the overall fundraising/development efforts and engagement strategies.

The key to this role is an acute understanding of Guideposts' strategic vision and core values, the organization's key touch-points, and key growth initiatives. The candidate must demonstrate the ability to establish external and internal relationships to drive growth, support cross-group collaboration, and execute strategic funding initiatives.

## Knowledge, Skills, Abilities

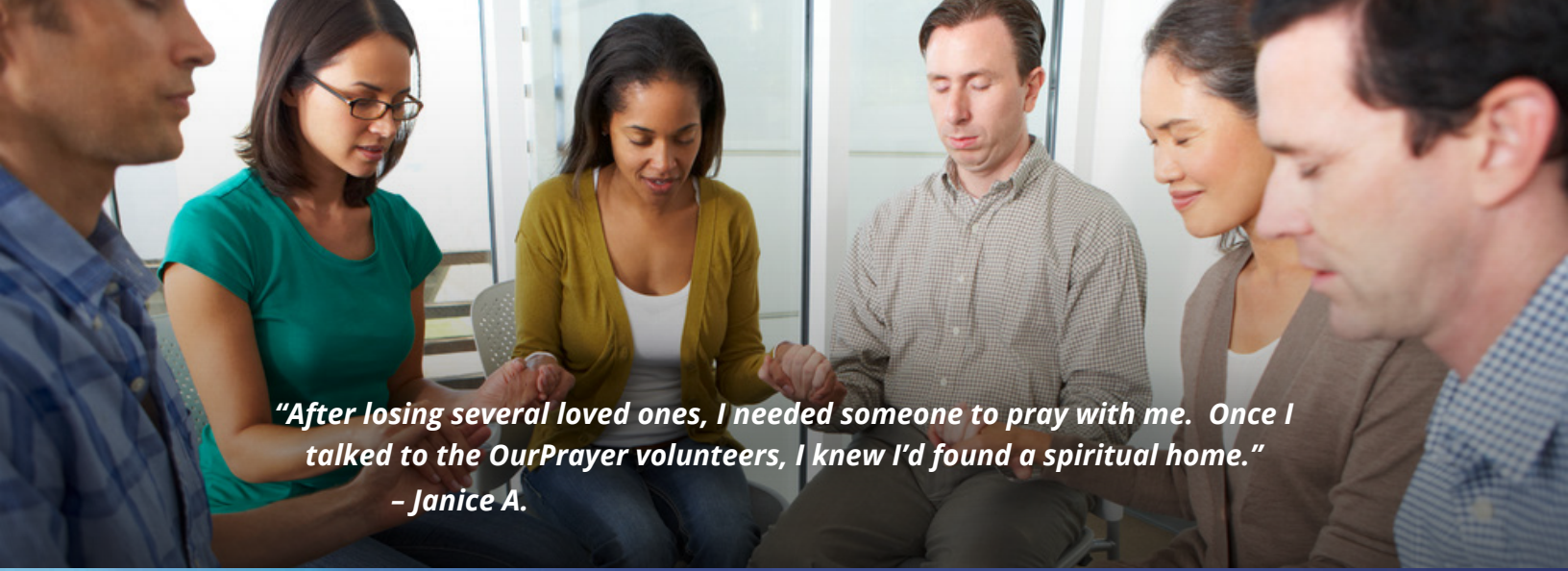
- Demonstrates strong leadership and organizational influence across the organization to develop, present, and market key initiatives.
- Proven track record in delivering tangible business results and revenue-generating strategies.
- Possesses a strategic ability to communicate effectively with stakeholders.
- Experience with finding solutions around brand and engagement.
- Demonstrates interpersonal savvy and ability to build rapport with staff and key constituents.
- Ability to think creatively and develop innovative strategies, demonstrating an entrepreneurial mindset while helping to grow the organization.
- Supports a culture of accountability, trust, and high performance.
- Acts as an integral member of the Guideposts senior leadership team.

# Key Responsibilities

- Works closely with the CEO and senior staff on organizational matters. Effectively utilizes CEO and senior leaders in donor/partnership ideation and solicitation.
- Develops and stewards key donor relationships advancing the mission of the organization.
- Builds brand and engagement consistency and encourages coordination within the company.
- Builds team cohesion and expertise, develops team member trust, motivation, and commitment.
- Develops, aligns, and executes marketing/branding programs and initiatives to support innovative organizational plans.
- Establishes deep and meaningful relationships with key stakeholders and team members at all levels and seeks out opportunities to reinforce Guideposts vision.
- Seeks to engage key donors in building new relationships with individuals, corporations and foundations that are like minded and would welcome supporting Guideposts.
- Establishes long- and short-range goals and objectives in creating annual development plans with prospect strategies designed to achieve these goals and objectives.
- Manages a portfolio of highest-level prospects and donors through stages of research, cultivation, solicitation, and stewardship.
- Ensures achievement of projected annual revenue requirements.
- Oversees and directs the activities and engagement of the Guideposts Foundation Board.
- Oversees and directs Development staff, ensuring appropriate prospect strategies, cultivation, moves management and stewardship for various levels of funding.

# Qualifications

- Ten or more years of results-oriented marketing and fundraising experience that generates key business results.
- Proven ability to be resourceful in creating win-win solutions for potential donors and partners.
- Demonstrated success in rapidly creating and launching effective marketing and fundraising/new business campaigns.
- Ability to identify and pursue opportunities to increase audience awareness and engagement.
- Adept at integrating communications, events, and development functions to ensure consistent case for support and core messaging for all donor communications.
- Strong presentation and communication skills to influence audiences at various levels within an organization, including top executives.
- Experience in leading a team to growth in fundraising.
- Outstanding interpersonal skills and the ability to successfully motivate others.
- Ability to inspire and lead by personal example.



*"After losing several loved ones, I needed someone to pray with me. Once I talked to the OurPrayer volunteers, I knew I'd found a spiritual home."*

*- Janice A.*

## *Statement of Faith for the Guideposts*

# Prayer Ministry

As a faith-based-nonprofit organization, Guideposts desires to hire a leader who has passion for the mission of Guideposts: providing hope, encouragement, and inspiration to millions of people across America and the world. The employees at Guideposts have a variety of faith backgrounds: Catholic, Jewish, Baptist, and Presbyterian employees work side by side, to name a few. For the prayer ministry, however, volunteers are asked to sign the following Statement of Faith:

- We believe that the Bible is the inspired Word of God.
- We believe in one God who is revealed to us in three persons: God the Father who has created us in His own image, Jesus Christ, God's Son and our Lord, who died for the forgiveness of our sins, and the Holy Spirit whose presence guides our daily lives.
- We believe in Jesus Christ's incarnation, death, resurrection, and His coming again.
- We believe in the power of prayer, which lifts the problems of our daily lives, our families and our communities directly to God.





*“We have 40 spiritual volunteers at the hospital, and Guideposts’ booklets and Comfort Kits make their job much easier. Patients and their families appreciate the encouragement in difficult times.”*

*– Rev. Catherine*

## Where is this Person Today?

We seek someone who is uniquely gifted to help take Guideposts into new impact areas and grow funding partnerships for the ministry of Guideposts. Perhaps you are a world-class fundraising professional who has helped your current organization grow and now have a restlessness to take on a new challenge. Perhaps you are an exceptional marketing professional who wants to put your skills to work doing something that makes a direct positive impact on people’s lives. Or maybe you have been a leader in a media organization who has a desire to be a part of the growth and transition at Guideposts. It’s possible that you have led a nonprofit organization as an Executive Director or a Head of School and you truly understand the intersection of organizational strategy and development. As you can see, we can imagine the right candidate coming from a variety of backgrounds.

## Travel Requirements

Travel will likely comprise a significant amount of the SVP’s time, up to 30%, so the successful candidate must be willing and comfortable traveling to visit with donors nationally.





## The Location

Guideposts is headquartered in Danbury, CT and this position will likely initially need to be located there due to team leadership responsibilities.

The 7th largest city in Connecticut, covering 44 square miles, Danbury is situated along the New York border in the foothills of the Berkshire Mountains. Although the thriving city had served as a commercial and industrial hub for the surrounding communities for many decades, the economy base continues to grow and diversify. Pitney Bowes and GE capital both call Danbury home. The Danbury Fair Mall, the largest in New England, crowns the retail scene. Western Connecticut State University enriches the region with cultural events, while Kenosha and Candlewood Lakes offer outstanding recreational opportunities.

Location, Location, Location! Close to major highways, and just a quick train ride to New York City, Danbury is a convenient commute to surrounding towns and cities. Danbury is a 66 mile drive from New York City. It is home to a diverse cultural and socio-economic mix offering an abundance of local entertainment, amenities and resources.

# The Process of Candidacy

If after reading this Opportunity Profile, you sense your gifts and experience are a good initial match for Guideposts, we invite you to begin the inquiry process. We handle all candidate information and conversations confidentially. Contact Laura Coverstone at any stage of the process to get more information and to ask questions. (Contact information below)

Please provide the following documents and responses for review:

- A current resume
- Responses to the following questions:
  - What about this position excites you? Why do you want to do this?
  - How do you engage constituents (staff, donors, partners) around a vision?
- The names and contact information (telephone numbers and e-mail addresses) for four references who know you and your career well enough to comment on your suitability to be the Senior Vice President of Strategic Growth and Philanthropy for Guideposts. (References will only be contacted after we have requested and received your permission to do so.)

Submit this information in Microsoft Word (.doc) format to:

Laura Coverstone

JobfitMatters

[resumes@simainternational.com](mailto:resumes@simainternational.com)

Phone: (615) 261-4623

*In the subject line of the email, please write "Guideposts SVP Strategic Growth and Philanthropy"*

