



Senior Director of Principal Giving

Asphalt Green

New York, NY

Salary: \$160,000 - \$180,000



The Organization

Asphalt Green is a not-for-profit organization that transforms lives and builds community through sports, fitness, and play for all.

From toddlers making their first splash in the water and young people trying a new sport, to athletes training for collegiate, professional, and Olympic competition, or older adults looking to stay active, Asphalt Green empowers athletes of all ages, backgrounds, and abilities to live active and healthy lives.

Asphalt Green believes everyone deserves access to excellent sports, fitness, and play opportunities and puts its vision into action through world-class fitness memberships, nationally competitive sports teams, and community programs that break down barriers to play. Some of these impactful programs include free swim classes for public school students and free sports leagues across the five boroughs, and older adult fitness. Some of Asphalt Green's other signature programs include Asphalt Green Unified Aquatics (AGUA), among the nation's premier competitive youth and Masters swimming teams, nationally and regionally-ranked Asphalt Green Soccer Club (AGSC), AG Basketball and Volleyball, and its renowned summer day camp.

Asphalt Green is in its third year of a five-year strategic plan and on an accelerated path to broaden its impact to provide sports, fitness, and play to people of all backgrounds. Laser-focused on growth, expansion, and new opportunities, Asphalt Green has successfully grown its operating budget by >50% and its philanthropic revenue by greater than 4-fold in only four years. It recently received one of the largest programmatic grants in history to launch Wave Makers, an innovative partnership between the Gray Foundation, New York City Council Members Julie Menin and Shekar Krishnan, and Asphalt Green's Safe Swim NYC initiative. The Wave Makers pilot program provides free, comprehensive swimming lessons for thousands of second graders across New York City annually, regardless of their socio-economic background, and it serves as a model to demonstrate the most effective, efficient, outcome-driven pathways to large-scale sports and swim instruction for children in New York City and in other municipalities.

With sites located on the Upper East Side, Battery Park City in Lower Manhattan, and a new site in Crown Heights, Brooklyn, Asphalt Green's programs reach across New York City to all five boroughs and serve 20,000 people every day. Excellence is at the core of its mission. Whether on-campus or off-campus, beginner or Olympic level, Asphalt Green brings its deep expertise, exceptional coaching, and commitment to excellence to all its programs.

For more information about Asphalt Green, visit www.asphaltgreen.org.

The Position

Asphalt Green is in search of an exceptional fundraising professional to join the organization's development program. Reporting to the Chief Development Officer, the Senior Director of Principal Giving will serve as the organization's principal gifts officer and will lead efforts to secure large, strategic investments from individuals and families in support of Asphalt Green's mission and work. This position is based on Asphalt Green's Upper East Side campus.

The selected candidate will have substantial experience in successfully securing and stewarding high six-figure and seven+ figure commitments in support of capital, programs, and operating, and has been instrumentally involved in one or more large capital campaigns.

ROLE OVERVIEW

Principal Gifts Fundraising & Donor Engagement

- Build and manage a portfolio of high-capacity donors and prospects capable of making philanthropic commitments of \$500,000–\$5,000,000+, including Asphalt Green members, parents of athletes enrolled in sports and aquatics programs, and New York City philanthropists aligned with the organization's mission and campaign vision.
- Partner with the Chief Development Officer to expand the pipeline of principal and leadership gift prospects and drive creative, strategic cultivation and solicitation efforts in support of Asphalt Green's comprehensive campaign goals.
- Lead highly personalized donor engagement strategies by identifying, qualifying, cultivating, soliciting, closing, and stewarding transformational gifts.
- Conduct prospect research and evaluate constituent portfolios to develop highly personalized engagement, cultivation, and solicitation strategies for major comprehensive campaign commitments.
- Craft compelling fundraising proposals, donor briefings, and engagement materials focused on transformational ideas, capital naming opportunities, and key organizational programs in close collaboration with colleagues across the organization.
- Prepare strategic donor briefings and meeting materials to support effective donor engagement and solicitation efforts.
- Manage donor relationship strategy including communications and follow ups resulting from prospect meetings and interactions.



Collaboration & Strategy

- Partner closely with colleagues across the organization to develop a deep understanding of Asphalt Green’s mission, programs, and impact, and translate that vision into compelling donor conversations.
- Serve as a strategic fundraising partner to Board members and volunteer leaders, helping them effectively engage and cultivate prospects within their personal and professional networks.
- Track and document all donor engagement activities, including identification, cultivation, solicitation, and stewardship efforts, within Salesforce/CRM systems.
- Maintain accurate tracking of donor activity, pipeline development, solicitation progress, and stewardship efforts within Salesforce/CRM systems.
- Monitor and report progress against fundraising goals, including donor engagement activity, solicitation outcomes, closed gifts, and overall moves management progress.

Revenue (2026)	Comprehensive Capital Campaign	Impact
<p>\$40M operating</p> <p>Program Services: \$35M</p> <p>Philanthropic Giving: \$13.5M (operating + capital)</p>	<p>\$100M goal over 6 years</p> <p>\$70M capital</p> <p>\$30M+ operating</p>	<p>\$15M in free and subsidized programming annually</p> <p>Have taught over 100K people to swim</p> <p>Serve 20K New Yorkers daily</p>



THE IDEAL CANDIDATE

The ideal candidate for the Senior Director position possesses the following competencies:

Strategic Mindset Seeing ahead to future possibilities and translating them into breakthrough strategies.	Drives Results Consistently achieving results, even under tough circumstances.	Drives Vision & Purpose Painting a compelling picture of the vision and strategy that motivates others to action.
Instills Trust Gaining the confidence and trust of others through honesty, integrity, and authenticity.	Persuades Using compelling arguments to gain the support and commitment of others.	Financial Acumen Interpreting and applying understanding of key financial indicators to make better decisions.

Additional Qualifications

- 10+ years of relevant experience, and at least 6 years of experience closing six and seven+ figure commitments and stewarding long-standing relationships with high net-worth individuals.
- Success supporting organizational leadership in donor cultivation and solicitation.
- A strong understanding of and ability to communicate the mission and programs of Asphalt Green.
- Ability to conceptualize and describe funding needs and big ideas in a way that is compelling to prospects, donors, and other stakeholders.
- Excellent written and verbal communications skills.
- Results-oriented self-starter with an entrepreneurial and innovative spirit.
- Passion for Asphalt Green's mission and the ability to serve as an ambassador for the organization.
- Authorization to work in the U.S. required.
- A Bachelor's degree, or equivalent, is required.

WHO WE ARE

Work Environment

This position is located in Asphalt Green's offices in the Upper East Side.

COMPENSATION AND BENEFITS

The salary range for this position is \$160,000 to \$180,000 and Asphalt Green offers a comprehensive benefits package including medical, dental, and vision insurance and generous paid time off.

TIMELINE AND NEXT STEPS

If you are interested in this position, please click [here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us by July.

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[Submit an application](#)