



**Earthwatch Institute  
Maynard, MA**

Services provided by CRI 2007: *Executive recruitment*

Earthwatch Institute is the nation's leading environmental volunteer organization supporting sustainable development worldwide by recruiting volunteers from stakeholder groups, notably teachers, students, government leaders and multi-national corporations, to participate in innovative educational programs benefiting environmental issues and multi-cultural awareness. Since its founding in 1971, the organization has engaged 85,000 people in environmental education programs located in 119 countries and 36 states. Earthwatch, with a budget of approximately \$20 million, is a non profit organization headquartered in Massachusetts, and maintains six additional offices worldwide. The organization is led by Edward Wilson, President and CEO.

In 2007 CRI was retained by Earthwatch to conduct the recruitment of a Director of Major Gifts, a critical addition to their national development program that continues to experience explosive growth. CRI began its service to Earthwatch Institute by conducting intake interviews with 15 members of the senior level management team whose work was primarily fund development or those whose work intersected with the development function. This provided us with an understanding of the current opportunities for the fundraising program as well as an appreciation for the current skill set and personality of the organization.

A national search resulted in a local candidate possessing the ideal skill set for the Earthwatch opportunity. In the intervening year, the Director of Major gifts has collaborated with executive leadership (serving as a member of an international team) to ensure a comprehensive, multi-faceted approach to cultivating and maintaining effective major gift relationships with individuals resulting in unrestricted and restricted gifts from individuals and family foundations.