



## LEADERSHIP PROFILE

Chief Executive Officer

New Georgia Project and New Georgia Project Action Fund

Atlanta, GA

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"To build power with and increase the civic participation of the New Georgia Majority—Black, Latinx, AAPI, and young Georgians—and other historically marginalized communities through nonpartisan voter registration, organizing, and advocacy on the issues important to our communities."

—New Georgia Project mission statement

"To increase the civic participation of the New Georgia Majority—Black, Latinx, AAPI, and young Georgians—and other historically marginalized communities by building grassroots political power in support of progressive candidates, policies, and issues."

—New Georgia Project Action Fund mission statement

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# The Opportunity

Georgia's demographics are changing, with people of color and young people making up more and more of the state's population each year. Since its founding, New Georgia Project (NGP) and its affiliated organization, New Georgia Project Action Fund (NGPAF), have focused on harnessing, leveraging, and increasing the power of these communities to build a brighter, more equitable Georgia and to expand what is possible in the Deep South. Through voter registration, electoral civic engagement, issue-based organizing and advocacy, and cutting-edge research and innovation, NGP and NGPAF have become the premier, on-the-ground organizations building grassroots, political power with and for the New Georgia Majority. Even as our basic rights—including voting rights—are under attack, NGP and NGPAF are providing a path and the tools to make sure the Georgians who have been left behind for too long are leading the way forward.

Founded by Stacey Abrams in 2014, NGP began with a focus on signing Georgians up for the Affordable Care Act. However, without Medicaid expansion in the state, healthcare access proved out of reach for too many Georgians, and NGP's focus shifted to civic participation as a means of building power and working towards the policies that historically marginalized Georgians need. As a nonpartisan civic engagement organization, NGP set an ambitious goal of helping 1 million Georgians of color and young Georgians register to vote by the end of a decade. Under the leadership of Nsé Ufot, who became NGP's first CEO in 2014 and launched NGPAF in 2017, NGP and NGPAF have helped add more than 600,000 voters to Georgia's voter rolls, and have expanded their focus to comprehensively and deeply center the concerns, voices, and solutions of the communities with whom the organizations work.



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The work of NGP and NGPAF contributed to unprecedented voter turnout among Georgians of color and young people in the 2020 election cycle, and the organizations have been leading the fight for voting rights through organizing, advocacy, and voter protection in the midst of some of the most aggressive voter suppression efforts we have seen in more than half a century. The organizations’ focus on deep and relational organizing on the issues Georgia communities care about—including environmental justice, expanding access to healthcare, economic security, reproductive justice, and more—combined with the focus on civic engagement, voter registration, and electoral organizing, has made NGP and NGPAF the powerhouses for change that they are today.

To lead the next phase of growth and impact, New Georgia Project and New Georgia Project Acton Fund seek a dynamic, talented CEO adept at leading with vision and heart. The new leader will serve as both the external face of the organizations and a conduit for helping NGP and NGPAF continue to manage rapid and dynamic growth. Through an inspiring persona, strength and tenacity, the ability to guide and drive organizational success through others, and a vision for how NGP and NGPAF can continue to shape the future of Georgia, the next CEO will lead both organizations to even greater impact.

Mandates for the new CEO will include:

- Guiding the next chapter of NGP’s and NGPAF’s growth to ensure that organizational capacity can keep pace with aspirations and meet the moment.
- Continuing the work necessary to mobilize the New Georgia Majority—Black, Latinx, AAPI, and young Georgians—and other historically marginalized communities in the face of organized and relentless attacks on voting and civil rights.

- Successfully managing the transition from a vibrant and iconic leader in a way that preserves and grows the unique culture that helps define NGP and NGPAF.
- Deepening the connections with Georgia’s historically marginalized communities and continuing to advance NGP’s and NGPAF’s reputations as committed and effective conduits for change.
- Continuing to expand and advance the infrastructure and systems necessary for NGP and NGPAF to continue to grow and thrive.

The next CEO of NGP and NGPAF will have the unique and compelling opportunity to lead the organizations towards even greater growth, stability, and relevance and to further establish NGP and NGPAF as national models of what is possible when we invest in, organize, and mobilize communities that have been systematically excluded and underrepresented.

## The Organizations

New Georgia Project (NGP), a 501(c)3 nonprofit, and New Georgia Project Action Fund, an affiliated 501(c)4 nonprofit, are nonpartisan, civic engagement organizations that believe in the inherent power of Georgians who have been ignored for too long: Black Georgians, brown Georgians, young people, LGBTQ+ folks, rural Georgians, and others who have the power to move the state forward. NGP and NGPAF are leading a state-wide, multi-racial, multi-generational, cross-class movement that works all year, every year to build a new Georgia that works for everyone.

Far from hyperbole, the growth of New Georgia Project and New Georgia Project Action Fund has been meteoric, and the organizations’ impacts have been transformative. NGP and NGPAF have

### NEW GEORGIA PROJECT - 2022 ORGANIZATIONAL OBJECTIVES

1. BUILD CIVIC AND POLITICAL POWER
2. SCALE SYSTEMS AND PROGRAMS
3. MANAGE SAFETY AND SECURITY
4. STRENGTHEN TEAM NGP
5. CAPTURE CULTURE

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expanded from four offices in 2020 to, now, 18 offices across the state. Fundraising has grown at a similar pace; NGP and NGPAF raised a combined \$37M in 2020—a 12-fold increase from 2019—a combined \$17M in 2021, and is projected to raise a combined \$22.6M in 2022 (\$15.6M for NGP and \$7M for NGPAF).

Organizational culture and values are at the core of NGP’s and NGPAF’s success. The next leader will inherit an organization known for its integrity, authenticity, transparency, and openness to all who believe in advancing the mission of building power with historically marginalized communities and who are committed to doing the hard work necessary to advance this mandate. Just as important are the organizations’ commitments to innovation, cultural relevancy, creativity, joy, and unapologetic boldness. Future success for NGP and NGPAF will depend on the next leader personifying these values while continuing to advance the infrastructure and systems necessary for NGP and NGPAF to thrive in the years ahead.

For more information about New Georgia Project and New Georgia Project Action Fund please go to [www.newgeorgiaproject.org](http://www.newgeorgiaproject.org) and [www.ngpaf.org](http://www.ngpaf.org).

## The Responsibilities

Along with the Board of Directors, the CEO is charged with oversight and accountability for New Georgia Project and New Georgia Project Action Fund. The CEO will be an engaged leader who balances representing NGP and NGPAF externally with guiding organizational operations and programs through a talented leadership team. The new leader will ensure a strong organizational culture and advance a vision for the future that embraces the organizations’ values, regularly confronts and successfully adapts to a dynamic political landscape, and positions the organizations

to realize their aspirations. More specifically, the CEO will:

**1. Capably and consistently lead New Georgia Project and New Georgia Project Action Fund by authentically inspiring and mobilizing historically marginalized communities through nonpartisan voter registration, organizing, and advocacy.**

The CEO will be a strategic, inspiring leader with vision, integrity, courage, humility, and a record of driving impact and outcomes. They will advance the important work of NGP and NGPAF through gravitas, determination, grit, collaboration, and a commitment to the organizations and the communities they work with and for.

**2. Actively compel support for NGP and NGPAF and drive strategies to grow income to broaden both organizations' reach and impact.**

The CEO will be uniquely adept at building relationships, telling the NGP/NGPAF story, and inspiring support for the organizations' missions. The leader will bring a proven track record of success in cultivating and stewarding donors and funders and securing significant financial resources to grow and diversify the organizations' donor bases and sources of contributed revenue to meet increasing budgetary and programmatic needs. The CEO will also be expected to travel as part of their fundraising responsibilities.

**3. Serve as the internal and external face and most public champion of NGP and NGPAF.**

The CEO will be inspirational and influential at making an informed, persuasive case for NGP's and NGPAF's values, theories of change, work, and impact. The leader will be a compelling speaker and presence who commands the attention and respect of everyday people, community leaders, donors, partners, policy makers, and the media. The CEO will bring a facility with digital literacy, social media, and technology, and will understand how to



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leverage these tools to the benefit of NGP and NGPAF.

**4. Advance the organizations and grow NGP's and NGPAF's ability to operationalize their vision and aspirations.** The CEO will help grow, scale, and further develop the organizational infrastructure and systems necessary for NGP and NGPAF to thrive going forward. The leader will help to expand and nurture the board, leadership team, and staff to support and further develop organizational capacity and enable NGP and NGPAF to realize its strategic plan and vision for the future. In tandem with a strong leadership team, the CEO will calibrate the human, financial, and physical assets of NGP and NGPAF to ensure that the organizations balance mission and margin.

**5. Be an active leader of the culture of NGP and NGPAF.** The CEO will be approachable, authentic, and a good listener with high emotional intelligence. They will possess unimpeachable integrity and be someone people from all walks of life will naturally trust and want to work with. The CEO will be a proven developer of great talent and teams and will be a leader and mentor who builds an environment of shared vision, values, high standards, and mutual accountability. They will possess a level of cultural competency that helps maintain the organizations' relevance and resonance as one of the leading civic engagement and organizing institutions focused on building power with and for a core constituency of Black, brown, and young people in Georgia.



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# The Candidate

The ideal candidate is a visionary leader and capable manager with a proven ability to scale growth and bring organizational leadership and operating cohesion to an organization that has evolved rapidly. They will have an established history serving as the face of an organization, campaign, or high-profile project, leading and supporting talented operational and programmatic teams, connecting with people quickly and effortlessly, and inspiring people to action. Given the intensity of NGP's and NGPAF's work, the ability to bring grace, perspective, and positivity to the workplace will be important.

Superlative communication, subject matter expertise in organizing and movement work, successful fundraising experience, and the ability to connect with diverse communities are essential skills for the new leader. Knowledge of similar organizational environments and experience working in a highly collaborative, dynamic, mission-based workplace would be an asset.

Assets NGP and NGPAF are seeking in the new CEO include:

- The cultural proficiency to lead two progressive organizations in the South into their next phase with strength, compassion, and determination.
- Subject matter expertise in voter engagement, voting rights, and civic participation, or a related area, such as labor or faith organizing, or other readily applicable fields.
- Comfort with balancing multiple priorities with clarity, consistency, and a focus on outcomes, along with experience utilizing research and data to inform programmatic and operational decisions.
- The ability to speak truth to power in compelling and persuasive ways, including a



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commitment to and experience with actively working against and opposing white supremacy, sexism, homophobia, and other systems of power, privilege, and inequity.

- Experience in scaling dynamic and rapidly changing organizations and the ability to operationalize bold aspirations.
- Significant facility with vision and execution and the ability to balance both.
- Well-developed interpersonal management skills, including being a good listener, providing feedback, understanding the difference between empathy and sympathy, and having direct, yet compassionate, conversations.
- Lived experience and perspective that will position them as credible and relatable to staff and the communities in which the organizations work.
- The decisiveness, nimbleness, and relevant experience to excel in a complex, fast-moving environment.
- Exceptionally strong and natural ability to lead, inspire, and compel support.
- An authentic persona that inspires trust, invites collaboration, and engenders an environment of teamwork and community.
- The strength to say “No” or “Not yet” in ways that can be understood and respected.
- The ability to effectively lead a team working across a large geographic area and several offices.
- Other duties and requirements needed or assigned.

## The Relationships

<p><b>The CEO reports to</b></p>	<ul style="list-style-type: none"> <li>• New Georgia Project and New Georgia Project Action Fund Boards of Directors</li> </ul>
<p><b>Direct reports</b></p>	<ul style="list-style-type: none"> <li>• Chief Communications Officer</li> <li>• Chief Development Officer</li> <li>• Chief Financial Officer</li> <li>• Chief Legal Officer</li> <li>• Chief Operations Officer</li> <li>• Chief Organizing and Field Officer</li> <li>• Chief Technology Officer</li> <li>• CEO’s Executive Assistant</li> </ul>

### Other important relationships include

- Elected officials
- Key leaders from the faith, corporate, foundation, and civic communities
- Individual and organizational donors, funders, and supporters
- Key leaders in local, regional, and national organizing and civic engagement spaces, including but not limited to voting rights leaders and organizations, civil and human rights communities, political advocacy institutions, and grassroots organizations

## The Location

The CEO will be expected to work primarily out of New Georgia Project and New Georgia Project Action Fund headquarters located in downtown Atlanta.

Atlanta is home to over five million residents and one of the most dynamic, livable metro areas in the U.S. It ranks in the top five cities nationally for Fortune 500 headquarters. It is home to the world's busiest airport and major institutions including Emory University, Georgia Tech, the CDC, and the country's largest consortium of Historically Black Colleges and Universities.

Nationally prominent public-benefit and nonprofit organizations based in Atlanta include The Martin Luther King Jr. Center for Nonviolent Social Change, the Task Force for Global Health, CARE, American Cancer Society, Habitat for Humanity International, and Boys & Girls Clubs of America.

Beyond the Atlanta headquarters, NGP and NGPAF work out of several field offices around the state, and, while the CEO will be based in Atlanta, intermittent travel to the organizations' field offices will be expected.

*New Georgia Project and New Georgia Project Action Fund are Equal Opportunity Employers and encourage candidates of all backgrounds to apply for this position. Compensation for this role will be competitive and commensurate with experience and ability.*

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For potential consideration or to suggest a prospective candidate, please email

**[NGPCEO@BoardWalkConsulting.com](mailto:NGPCEO@BoardWalkConsulting.com)**

or call **Diane Westmore** or **John Sparrow** at 404-262-7392.

(BoardWalk Consulting and Movement Talent are collaborating on this search.)

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