

EBERLE COMMUNICATIONS GROUP

Chief Executive Officer

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ABOUT ECG

Founded in 1974, Eberle Communications Group (ECG) began with a clear purpose: to help conservative organizations raise the resources needed to advance their work. The firm served as the exclusive fundraiser for Ronald Reagan's 1976 presidential campaign and became a leading fundraising partner to conservative candidates, political action committees, and advocacy organizations.

Over the next five decades, ECG has served more than 500 clients and raised more than $1 billion through high-performance direct mail and digital fundraising campaigns. The firm has broadened its reach while remaining firmly rooted in its conservative identity. ECG is 100 percent employee owned through an Employee Stock Ownership Plan (ESOP). Today, ECG operates through four affiliated companies:

- Campaign Funding Direct serves conservative candidates and political action committees.
- Eberle Associates serves conservative advocacy organizations.
- Fund Raising Strategies, now representing the majority of ECG's business, serves veterans' organizations, museums, historic and patriotic sites, animal welfare groups, and other mission-driven nonprofits.
- Omega List Company provides list and data services that support fundraising execution across ECG's client base.

1974
FOUNDED

500+
CLIENTS SERVED

$1B+
RAISED

100%
EMPLOYEE OWNED



THE EBERLE WAY

ECG now serves approximately 90 clients, many of whom have remained with the firm for years. The company has built its reputation through strong fundraising performance, long-term relationships, and an approach that begins with understanding each client's mission.

> *Guided by the longstanding priorities of God, Family, Country, and Business, ECG exists to raise funds for a better America and help its clients build a nation that is not only free, but good.*

- Priorities. We keep ours straight . . . God, family, country, business.
- In business, clients come first. Their success is our success.
- Quality through commitment. There is no other way.
- Innovation without risk doesn't exist. Go for it!
- There is no substitute for integrity.
- Mutual trust. We can't do our best without it.
- Everyone a leader. Everyone a team player. It's the key to excellence.
- Courtesy is a must.
- Pride. We're proud of what we do. We're proud of each other.
- Fun. We enjoy work. We enjoy life.

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THE OPPORTUNITY

ECG's next CEO will inherit a profitable, employee-owned company with a loyal client base, an experienced team, and more than 50 years of credibility in the direct response fundraising industry.

Digital fundraising represents the most immediate opportunity. While all 90 clients have an online presence, only 15 currently conduct proactive digital fundraising with ECG. The company has developed a three-to-five-year strategy to expand that work, is adding to its existing digital team, and has set a goal of preparing every client to participate in integrated digital fundraising.

The next CEO will not need to be a hands-on digital practitioner. This leader will need to understand the possibilities, set direction, evaluate the market, and hire the leadership and talent needed to execute the strategy. The goal is not to replace direct mail, which remains central to ECG's success, but to build integrated fundraising programs in which direct mail and digital reinforce one another.

Additional opportunities exist to expand ECG's major-donor work and introduce new services that help nonprofit clients strengthen their fundraising operations. Much of the early thinking is already underway, but the new CEO will have the freedom to evaluate these opportunities, shape the strategy, and determine where the company should invest.

The CEO will succeed Tammy Cali, who joined ECG in 2000 and advanced through the organization before becoming CEO. The next CEO will build on a strong foundation, preserving what has made ECG successful while bringing the vision, relationships, and leadership needed to guide the company into its next era.



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ROLE AND RESPONSIBILITIES

Reporting to the Board of Directors, the CEO/President is responsible for ECG's strategic, operational, and financial performance. The CEO leads the executive management team and serves as the primary liaison among ECG's clients, prospective clients, major vendors, Board, and broader community.

STRATEGIC AND ORGANIZATIONAL LEADERSHIP

- Develop and execute ECG's long-term strategy and growth objectives.
- Partner with the executive management team to establish priorities, performance measures, and annual goals.
- Ensure that the company's structure, systems, and services support continued growth.
- Maintain transparent communication with the Board and provide the information needed for effective governance.
- Identify business risks and protect ECG's financial strength, reputation, and long-term value.

BUSINESS DEVELOPMENT AND CLIENT RELATIONSHIPS

- Serve as ECG's primary spokesperson and relationship builder within the conservative movement and nonprofit community.
- Lead business development, identifying and cultivating prospective clients who align with ECG's capabilities and values.
- Maintain meaningful relationships across ECG's client base and ensure clients are connected to the broader firm.
- Monitor client fundraising performance and work with internal leaders to strengthen results and retention.



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ROLE AND RESPONSIBILITIES

CULTURE AND TEAM LEADERSHIP

- Cultivate a culture of trust, integrity, accountability, collaboration, and client service consistent with the Eberle Way.
- Lead ECG's creative and production professionals in a way that provides direction and accountability while respecting their autonomy.
- Build, mentor, and develop the executive management team while continuing to strengthen the company's middle-management structure.
- Develop emerging leaders and establish succession plans for key positions.

DIGITAL AND GROWTH STRATEGY

- Lead the continued development and execution of ECG's digital fundraising strategy.
- Build an integrated model in which digital fundraising complements and strengthens ECG's direct-mail programs.
- Identify and support the leadership, talent, systems, and investment required to expand digital fundraising across ECG's client base.
- Evaluate opportunities in major-donor fundraising, nonprofit support services, and other areas that complement ECG's core capabilities.

FINANCIAL STEWARDSHIP

- Protect and increase ECG's long-term value for the benefit of its employee owners.
- Partner with the CFO to maintain financial discipline while investing appropriately in growth.
- Drive sustainable revenue growth and profitability.
- Ensure compliance with applicable legal, regulatory, fiduciary, and ESOP requirements.



LEADERSHIP PRIORITIES

EXPAND DIGITAL FUNDRAISING

Build the leadership, team, systems, and capabilities needed to extend proactive digital fundraising beyond the 15 clients ECG currently serves. Create an integrated model in which digital and direct mail work together to strengthen client results and company growth.

GROW AND STRENGTHEN CLIENT RELATIONSHIPS

Serve as ECG's chief relationship builder, cultivating new opportunities across the conservative movement and mission-driven nonprofit community while developing strong relationships throughout ECG's existing client base.

LEAD THE TEAM AND BUILD THE BENCH

Earn the trust of ECG's experienced creative and production professionals while continuing to strengthen the company's management structure. Clarify responsibilities, develop emerging leaders, and reduce dependence on any one individual.

GUIDE ECG INTO ITS NEXT CHAPTER

Preserve the conservative convictions, integrity, and service orientation that have defined ECG for more than 50 years while identifying the ideas, capabilities, and investments that will position the company for continued growth.



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QUALIFICATIONS AND QUALITIES

QUALIFICATIONS

- Senior executive leadership experience with full P&L responsibility.
- Demonstrated success leading and growing a small-to-mid-size organization.
- Experience developing strategy and translating it into measurable operational and financial results.
- A record of cultivating new business and maintaining significant client relationships.
- Experience building teams, strengthening management infrastructure, and leading organizational change.
- Strong grounding in finance, operations, business development, and organizational strategy.
- Experience in direct response fundraising, marketing, direct mail, digital fundraising, or nonprofit leadership is strongly preferred.
- Established credibility and relationships within the conservative movement are highly valued.
- Bachelor's degree in business administration, finance, marketing, or a related field.

QUALITIES AND TRAITS

- The next CEO should bring authentic conservative conviction, credible experience within the modern conservative movement, and the ability to build relationships with its leaders and organizations.
- This leader must be relational and accessible, capable of earning trust across different personalities and leading experienced, independent professionals without micromanaging them.
- The CEO should also be a natural business developer who can identify the right prospective clients, earn their confidence, and clearly communicate how ECG can advance their organizations.
- Existing relationships within conservative political, advocacy, or nonprofit circles would be valuable.
- Entrepreneurial and strategic, this leader should recognize opportunities beyond the status quo, exercise sound judgment about where ECG should invest, and take responsibility for results.
- Above all, the next CEO must lead with honesty, humility, and a strong sense of stewardship toward ECG's clients and employee owners.





CONTACT

Inquiries, nominations, and applications may be directed in confidence to the CarterBaldwin search team.

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