

# CALL FOR NOMINATIONS FOR BOARD OF DIRECTORS

Zion Forever Project seeks strategic, connected leaders to join its Board of Directors and help guide the organization through a transformative chapter of growth and expanded impact across one of America's most treasured landscapes.



**ZION  
NATL PARK  
FOREVER  
PROJECT**

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# Who We Are

## History

Since our establishment in 1929 as the Zion-Bryce Natural History Association, Zion National Park Forever Project has epitomized a legacy of dedication and passion for preserving and enhancing Zion National Park and its surrounding landscape. Beginning with only a small group of residents, our labor of love for the park started with creating informative materials like pamphlets and books, enriching visitors' experiences, and fostering a deeper connection to Zion's unique natural and human history. Over the years, our work expanded alongside the park's growing visitorship, evolving into a leading nonprofit partner dedicated to funding vital park programs and initiatives. Transitioning into the Zion National Park Forever Project, our organization is committed to environmental stewardship, integrating all efforts under one banner to address future park challenges and ensure its sustainable future in which all individuals can experience Zion's awe-inspiring beauty and become lifelong advocates for its preservation.

## Mission

To conserve and enhance public lands in the Zion region for current and future generations by engaging communities, visitors, and partners.

## Principles

- We exist solely and entirely to support Zion National Park, Cedar Breaks, Pipe Spring National Monuments, and the Dixie National Forest, and to advocate for their needs. As such, our mission and priorities are fully aligned with theirs.

- Our work and impact rests entirely on our trust-based partnership with the National Park Service, the U.S. Forest Service, and other stakeholders.
- We are an honest broker who can be relied upon to create productive, apolitical spaces with diverse stakeholders. In these spaces, we work together to solve problems with the long-term interest of the Parks and the Forest in mind.
- Together with the National Park Service and U.S. Forest Service, we seek to create a memorable, authentic, high-quality experience for all visitors. We connect people and the Parks. We believe that everyone should be able to access, enjoy, and feel welcome in Zion National Park and the other public lands we serve. At the same time, we recognize that all visitors are responsible for being good stewards of the land—their land—and supporters and advocates after they leave.

### Zion Forever Project by the Numbers

- Zion Forever employs approximately 65 full-time staff members.
- Its annual revenue totals approximately \$20 million, with retail sales and park store operations making up roughly 70% and philanthropic contributions and investment income comprising the remainder.
- Over its history, Zion Forever Project has contributed more than \$40 million in cumulative aid to the National Park Service.

# The Greater Zion Landscape

Zion National Park preserves some of the most important canyon country in the world and has been a sanctuary for 10,000 years. It is the sacred center of a cultural landscape that connects in the north to Cedar Breaks National Monument, in the east and west to Color Country Public Lands managed by the Bureau of Land Management, and in the south to Pipe Spring National Monument, the Arizona Strip, and the Shivwits Plateau.

Zion Forever Project serves as the official philanthropic and operational partner across this constellation of iconic public lands, including Zion National Park, Cedar Breaks and Pipe Spring National Monuments, and the Dixie National Forest, managed by the U.S. Forest Service.



## Cedar Breaks National Monument

Cedar Breaks National Monument, the gateway to Utah's parks since 1920, stands sentinel at 10,000 feet. It offers an unparalleled high-alpine experience and boasts world-renowned dark skies, breathtaking viewpoints, and year-round recreational opportunities. Since its designation as a National Monument in 1933, Cedar Breaks has welcomed millions of visitors and continues to see growing annual visitation. In 2024, Zion Forever Project and its partners opened a new Visitor Contact Station at Cedar Breaks, a milestone achievement after decades of the monument operating without a permanent visitor facility. The station represents both a long-awaited milestone for Cedar Breaks and a testament to Zion Forever's growing impact across the Greater Zion landscape.



## Pipe Spring National Monument

Pipe Spring National Monument has a rich history dating back centuries, from its ancient waters sustaining Ancestral Puebloans and Paiute Tribes to the diverse settlers and explorers who have relied on its life-giving springs. Today, the Pipe Spring National Monument, in partnership with the Kaibab Band of Paiute Indians Visitor Center and Museum, showcases the area's rich human history. Through daily tours of Winsor Castle, summer "living history" demonstrations, and more, visitors gain insight into Indigenous and pioneer life in the Old West. The Paiute Tribe operates a small adjoining campground, offering a tangible connection to the land and its ongoing cultural heritage.



## Dixie National Forest

Dixie National Forest is a sprawling expanse of diverse landscapes located in Southwestern Utah. Spanning over 1.8 million acres, it encompasses stunning red rock formations, alpine forests, and high desert plateaus. Visitors can explore its numerous trails for hiking, camping, horseback riding, and scenic drives, encountering an array of wildlife, geology, and captivating vistas along the way. Zion Forever Project recently signed an agreement with the Dixie National Forest to provide interpretive, educational, and philanthropic support.



## *A Partnership Built for This Moment*

**Across the country, official “park partners” have become an essential force in helping national parks secure the resources they need to care for these treasured places and the people who travel from around the world to experience their wonder.**

Working closely together for nearly a century, Zion Forever and the National Park Service share a deep trust and a common vision. We engage in daily collaboration, problem-solving, and innovation, creating a partnership model widely recognized as one of the strongest in the national park system. Zion Forever’s formal partnership with the U.S. Forest Service adds an essential layer of regional coordination, ensuring that stewardship extends across agency boundaries and supports the interconnected landscape that millions of visitors rely on.

The pressures facing Zion and the surrounding public lands are increasing—from rising visitation and urgent infrastructure needs to unpredictable federal budgets. In this environment, business as usual is no longer enough. The close partnerships with the National Park Service, the U.S. Forest Service, and other sister agencies that have long defined the Zion Forever Project will remain the foundation of our work, but meeting the needs of this moment requires more than continuity. It calls for experimentation, creative problem-solving, and an organization-wide commitment to innovation.

Moving forward, Zion Forever will actively design, test, and refine new approaches to natural resource stewardship, regional collaboration, and public access that respond to the evolving challenges facing national parks and public lands. We will share what we learn with partners across the country—contributing to the strength of the Greater Zion region while helping spark creative change throughout the national park system. [Learn more about Zion Forever’s strategy.](#)

# Our Impact





At Zion Forever Project, our impact is measured in every protected landscape, every preserved trail, and every inspired visitor. Through our close partnership with the National Park Service and U.S. Forest Service, we have made the following possible:


## Funding and Investment


-  Launch of the first two endowments supports our parks
-  Provided \$4.7 million in support to our public lands in 2025

## Conservation and Land Protection



-  2,649 acres of land preserved
-  90 new and repaired trails funded

## Education and Visitor Engagement

-  Nearly 100,000 visitors engaged through education programs in 2025

-  5+ million annual park visitors served

## Infrastructure and Partnerships

-  Construction underway on the 22,000-square-foot Zion National Park Discovery Center
-  New formal partnership with Dixie National Forest, expanding stewardship across 1.8 million acres

[Learn more about Zion Forever Project's impact.](#)



## *Our Impact in Action*

An example of our partnership and convening power is the Zion Discovery Center and adjoining campus. Zion Forever, in partnership with the National Park Service, has brought together local, state, tribal, and federal groups to collaborate on creating a new 22,000-square-foot visitor center, 40+ miles of mountain bike trails, and planned future hiking trails and landscapes.

Interpretive elements at the Discovery Center and throughout the campus will thoughtfully reflect the diverse stories that shape this landscape, honoring the enduring stewardship of Indigenous peoples, the resilience of early settlers, and the profound spiritual and cultural connections communities continue to hold here. These stories will be shared with care, grounded in place-based interpretation, and guided by input from partners and stakeholders.

*“Residents and travelers have tended the sanctuary of Zion and its surrounding lands for thousands of years. The Forever Project’s work continues that legacy of stewardship, and I invite you to roll up your sleeves and join in.”*

Jeff Bradybaugh  
Superintendent  
Zion National Park



## *What We Are Looking For*




Established with the future in mind, National Parks and Monuments have critical needs today. Join us as we provide the park and the people who operate it with critical resources that matter now—and forever.

### Join Our Team of Committed Leaders




#### *Who are you?*

**You** are excited about making a meaningful impact on the future of Zion National Park and are committed to furthering our mission of conservation and community engagement during a transformative period of organizational growth.

**You** may have one or more of these strengths and experiences:

-  A deep connection to our public lands and national parks, and a desire to ensure their preservation for future generations
-  Demonstrated leadership in previous board, professional, or volunteer leadership roles
-  Experience in nonprofit governance, strategic planning, and fundraising, particularly in

organizations navigating growth and expanded impact

-  Sharp business savvy with connections to key corporate, civic, or community resources
-  Strong communication skills and the ability to collaborate effectively with diverse constituents
-  A willingness to dedicate time and resources to actively participate in board meetings, committees, and donor engagement activities

## What We Are Looking For

We welcome candidates from across the country whose passion for public lands can help shape the future of Zion Forever Project as it enters its next chapter of growth, whether rooted in the Greater Zion landscape or bringing a broader national lens.

We are particularly seeking 2–4 individuals with expertise in the following areas to join our Board of Directors:



### **Government Affairs and Political Acumen.**

Individuals with a strong understanding of the political and regulatory landscape affecting public lands, and the implications of policy changes for conservation at the state or federal level.



**Land Conservation and Stewardship.** Individuals with experience in land trusts, conservation easements, or land stewardship—including the legal, financial, and operational dimensions of acquiring, managing, and protecting land.



### **Philanthropic Reach and Strategic Connections.**

Individuals with strong connections to philanthropic networks—particularly in major metro areas across the West and nationally, such as Salt Lake City/ Park City, Los Angeles, San Francisco Bay Area, Washington D.C., New York City, and others—who can open doors to new fundraising markets and help elevate the organization’s visibility and financial reach to its next level.

### **You don’t need to have...**

Prior nonprofit board experience or a professional conservation background. We welcome applicants from diverse backgrounds who bring fresh perspectives and unique skills to our organization. If you believe your voice adds new depth and resonance to our governance, we encourage you to apply.







# What We Ask of You

## Overview

We are seeking individuals who can fulfill the following expectations:

### Qualities



-  **An Advocate.** You will champion the preservation of the natural and cultural heritage of the Greater Zion landscape and advocate for our initiatives in your professional and community spaces.
-  **Strategic.** You will provide insightful guidance to help shape our organization's long-term vision and goals.
-  **Collaborative.** You will actively seek organizational partners, build generative collaboration and teamwork on the board, and foster positive relationships with fellow board members, staff, partners, and constituents.
-  **Brave.** You will bring your diverse perspective, experiences, and background to the board, contributing actively and intentionally to a dynamic decision-making process.
-  **Committed to Excellence.** You will strive for excellence in all aspects of board service, maintaining high ethical standards and integrity.

### Expectations




-  **Board Meeting Attendance.** You have the capacity to regularly attend and actively participate in board meetings, contributing insights, ideas, and expertise to discussions.
-  **Committee Involvement.** You are willing to serve on committees as needed, lending expertise to areas such as governance, finance, fundraising, or program development.
-  **Fundraising Support.** You will assist in fundraising by leveraging personal networks, making financial contributions, and actively participating in donor cultivation activities.
-  **Strategic Oversight.** You will provide strategic oversight and guidance to our organization,



ensuring that programs and park initiatives align with our mission and values.

-  **Build Key Relationships.** You will act as an ambassador for Zion Forever Project, promoting our work and advocating for support from the community, partners, and constituents.
-  **Financial Stewardship.** You will exercise fiduciary responsibility by overseeing financial affairs and ensuring sound financial management practices.

### Time Commitment

-  Three board meetings per year, held in Southern Utah
-  Quarterly committee meetings, held virtually
-  Donor events and other special events, as needed

### Giving Expectations

We ask you to prioritize Zion Forever Project as one of your top three nonprofit organizations. Your support ensures we can continue our vital work in preserving and protecting the natural and cultural landscape in perpetuity.

In our commitment to ensuring the best candidates can join our board, we are open to exploring other giving models with individuals. We welcome your suggestions and innovative ideas for making philanthropy more accessible and meaningful for all members of our community.



## To Apply

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***Conserving fragile and unique outdoor experiences is essential, so the Zion Forever Project remains committed to ensuring our work lasts forever. That means focusing on sustainable solutions.***

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We encourage candidates from across the country who share a passion for public lands to apply, no matter your prior connection to the Zion Forever Project. Whether you have deep ties to the Greater Zion region or bring a broader national lens, we invite you to learn more and grow with us.

Please visit [potrerogroup.com/zion](https://potrerogroup.com/zion) and select “Apply Here.”

### **Board candidates can expect the following timeline for the selection process:**

**Late May 2026:** Candidates will be notified regarding first-round interview selections.

**Late May / Early June 2026:** First-round interviews will be held via video conference with Potrero Group, Zion Forever’s search partner.

**June 24 or 25, 2026:** The final round of interviews will take place in person at Zion Forever Project in Springdale, UT, with Zion Forever board and staff leadership. Board candidates will participate on one of these dates.

**July 2026:** Final decisions will be made.

**July 15–17, 2026:** New board members will participate in a two-day board orientation in Springdale on July 15–16, followed by a board meeting on July 17.



## *Additional Information*

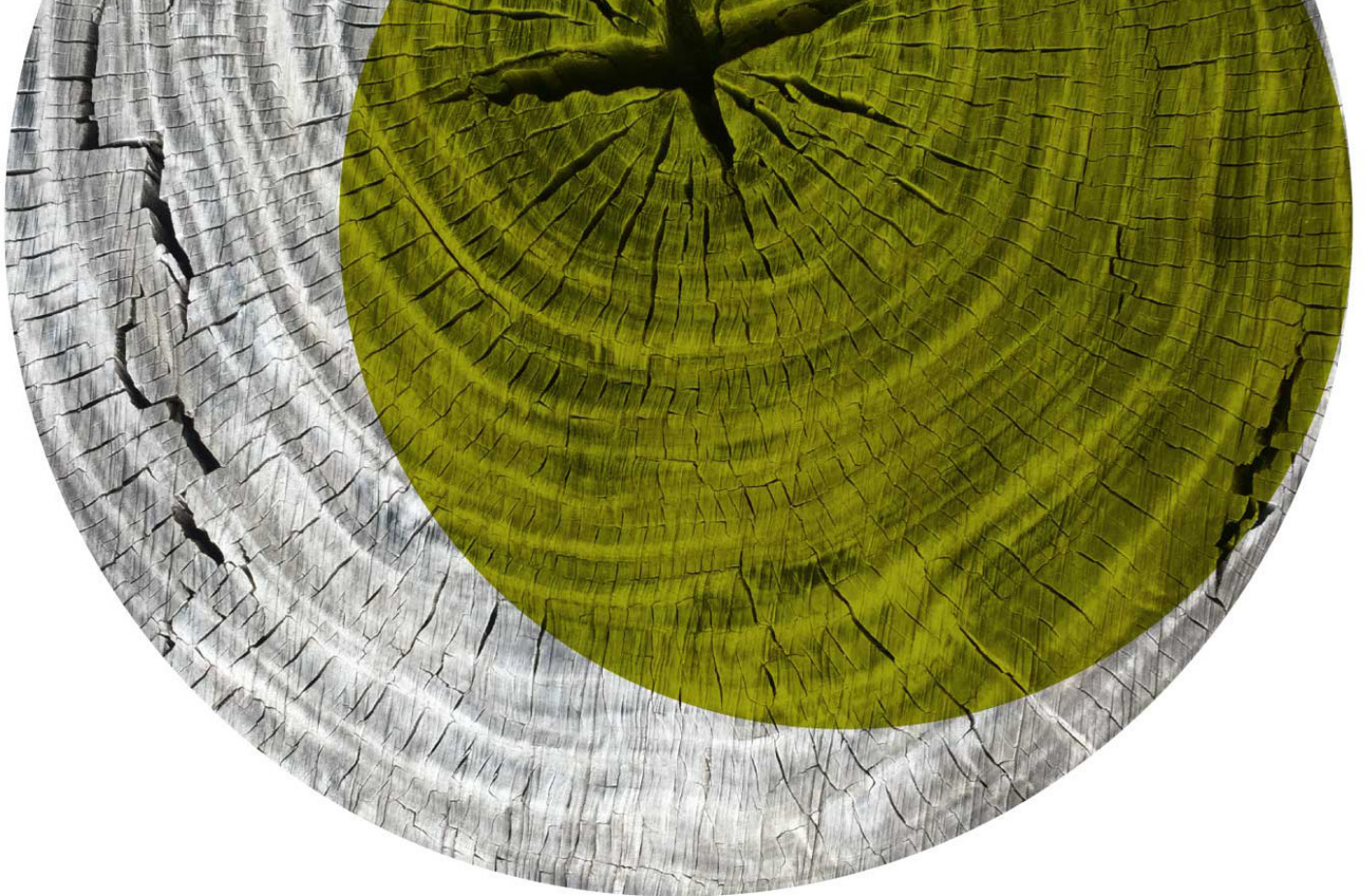
For more information on Zion Forever Project,  
visit [zionpark.org](https://zionpark.org).

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**For additional information regarding this opportunity, please contact:**

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**POTRERO**  
GROUP



Potrero Group is honored to coordinate this search on behalf of Zion Forever Project. Supporting a world-class park partner organization perfectly aligns with Potrero Group's commitment to providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. Potrero Group supports innovative leaders and organizations that are making a difference in the world. We are committed to equitable and inclusive practices in all our work.

To join our mailing list and be notified of future opportunities, please visit

[PotreroGroup.com](https://PotreroGroup.com)