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Ford's Theatre Names Sarah J. Wilber as Director of Development

Washington, D.C. (November 10, 2025)—Ford's Theatre Society today announced the appointment of Sarah J. Wilber as Director of Development, effective today. A nationally recognized fundraising strategist and arts philanthropy innovator, Wilber will oversee all development operations for Ford's Theatre, including major gifts, institutional giving, membership, corporate partnerships and special events.

“Sarah is a visionary fundraising leader whose strategic and data-driven approach has reshaped some of the most respected institutions in the performing arts,” said Paul R. Tetreault, Director of Ford's Theatre Society. “Her ability to combine innovation, collaboration and purpose will strengthen Ford's Theatre's fundraising efforts and help us continue to share Lincoln's legacy with new generations.”

Wilber most recently served as Fundraising Strategy Lead at Stand Together, where she built and led a new fundraising strategy team, developed data-informed processes and designed collaborative frameworks for major national initiatives—including the first phase of the organization's historic initiative commemorating the nation's 250th anniversary.

Before this role, she spent more than a decade at the **John F. Kennedy Center for the Performing Arts**, where she was promoted to **Vice President of Capital Campaigns and Strategic Planning**. In that role, she led the creation and launch of *Together for the Arts*, a landmark \$250 million endowment campaign for the Kennedy Center and its affiliates and developed the organization's first department-wide strategic plan to guide growth and innovation across an \$80 million annual fundraising program.

“I am honored to join Ford's Theatre at such an exciting moment in its evolution,” said Wilber. “This institution uniquely connects history, art and civic engagement. I look forward to working with the exceptional team and our community of supporters to ensure Ford's Theatre continues to inspire and unite audiences both here in Washington, D.C. and across the country.”

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Ford's Theatre Society

One of the most visited sites in the nation's capital, Ford's Theatre reopened its doors in 1968, more than a hundred years after the assassination of President Abraham Lincoln. Operated through a partnership between Ford's Theatre Society and the National Park Service, Ford's Theatre is the premier destination in the Washington, D.C. region to explore and celebrate Abraham Lincoln's life and legacy.

Ford's Theatre Society was founded under the guidance of executive producer Frankie Hewitt, who, during her 35-year tenure, established Ford's as a living, working theatre producing performances that highlighted the diversity of the American experience. Since the arrival of Paul R. Tetreault as director, critics and the theatre-going public have recognized Ford's for the superior quality of its artistic programming. With works from the Tony-nominated *Come From Away* and the nationally acclaimed *Big River*, to the world premieres of *Meet John Doe*, *The Heavens Are Hung In Black*, *Liberty Smith*, *Necessary Sacrifices*, *The Widow Lincoln*, *The Guard*, *Grace*, *Something Moving* and *The American Five*, Ford's Theatre is making its mark on the American theatre landscape. Under the current leadership of Board of Trustees Chairman Phebe N. Novakovic and through the lens of Lincoln's leadership and legacy, Ford's Theatre endeavors today to advance Lincoln's "unfinished work" with programs and performances that cultivate empathy, encourage dialogue and bridge divides in American life.

For more information on Ford's Theatre and the Ford's Theatre Society, please visit www.fords.org.

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#FordsTheatre

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