

## **JOB DESCRIPTION**

**POSITION: MAJOR GIFTS OFFICER**

**REPORTS TO: CHIEF EXECUTIVE OFFICER**

**RESPONSIBILITIES:** Develop a comprehensive and dynamic plan to identify, cultivate, solicit and steward major gift prospects of the American Lung Association of Washington. Implement a donor centered cultivation process, a value centered solicitation style and a mission based appeal.

**DUTIES:**

Create and implement a 3-year major giving strategy with donors using the Raising More Money or other best practice models utilizing moves management.

Manage an active pipeline of approximately 200 prospects (initially). Participate in an average of 10 personal major donors visits per month for the first year and 15 thereafter. Establish & retain 50 solid prospects at all times defined by making 3-5 significant moves daily with this group and contacting them all each month at least once in some meaningful way.

Develop and implement a solicitation strategy for each assigned major gift prospect, including preparation of written proposal informational materials, endowment agreements, gift illustrations and other materials needed to secure major gifts.

Maintain excellent major donor relations through personal contacts, phone calls, email and letter correspondence.

Build and manage internal and external networks to assist in identification, cultivation and solicitation of major gift prospects and support.

Provide leadership at an organizational level to train staff and Board members and encourage staff-wide participation in the donor cultivation program.

Assist with publicity arrangements on important gifts, program accomplishments or events.

Manage all major gift systems including prospect/donor coding, files and contact tracking processes integrated completely with association's central database.

Organize cultivation events, meetings or other opportunities to raise funds through gifts of cash, securities, personal and real property for the following needs: annual priority projects (capital and operational), capital campaign, endowment, and special projects. Performance targets are established annually \$200,000 - \$ 500,000 per year.

Oversee the creation and implementation of a \$1-\$5 million Capital Campaign (Planning Stage September 2004-January 2005; Formal Launch January 2005 - December 2007).

Support the Breathe Easy Breakfast Ask Event/s including but not limited to table captain recruitment and retention, event logistics management and donor follow-up and cultivation.

Advise management team on actual or regulatory changes that would impact giving.

Stay informed about the Association's programs so as to be able to effectively represent them to the public.

Stay informed of budgetary matters, providing solutions to lower the costs to raise a dollar.

In conjunction with Chief Executive Officer and Development Committee, establish and meet annual goals for major and planned giving programs as developed within the yearly Program of Work process.

Other duties as assigned by management.

**QUALIFICATIONS:**

5 years success operating and managing a major giving strategy and program, with success in making one-to-one asks of donors

Well-connected in the Seattle community to funding sources and high-end donors

Demonstrated ability to instruct, motivate and train others, and work effectively with staff, volunteers and general public, including public speaking experience

Excellent oral and written communication, planning, and organizational skills

Bachelor's degree in marketing, business, communications or equivalent degree to substantiate skills and abilities

Working knowledge of Word, Excel, and database management programs

Ability to work flexible hours

Must be non-smoker

**MEASURES OF ACCOUNTABILITY:**

The primary measures of performance will be the degree of attainment of the goals and objectives of the Development Department vested in this position, including:

1. Effective management of time and other organizational resources, and providing solid leadership within the Development Department and overall organization.
2. Effective working relationships with employees, corporations, organizations and volunteers, including the number of contacts made with individual donors, number of one-on-one asks completed, and revenue generated for organization.
3. Knowledge of the American Lung Association of Washington's programs, policies and resources as related to this position.
4. Ability to motivate donors and volunteer leadership.
5. Speak effectively in public situations
6. Accomplish goals, using sound judgment and decision making skills and to creatively problem solve issues.
7. Weekly communication with CEO & management team about MPG program strategies and progress.

8/2/04