



**DIRECTOR OF MAJOR AND PLANNED GIFTS
JOB DESCRIPTION
REPORTS TO: DIRECTOR OF DEVELOPMENT
AUGUST 2014**

I. BASIC FUNCTION AND PURPOSE OF THE POSITION:

The Director of Major and Planned Gifts oversees the Planned Giving and Major Gifts programs at the League. Working directly with the major and planned gifts staff, the Director of Development, the Campaign Director, the President & CEO, and members of the Development Committee and other volunteers, this position is responsible for developing and managing all activities related to the cultivation, solicitation and stewardship of our major and planned gift donors, ensuring these donors are inspired by the League's mission and engaged in supporting the organization.

The Director of Major and Planned Gifts manages their own portfolio of 150 donors, and is responsible for prospect research, presentation materials, budgeting and all activities to cultivate, track and solicit all supporters of \$10,000+ or more, with the expectation that this person will raise \$1,500,000 per year. In addition, he/she will manage a major-gift-officer-team that is responsible for cultivating, tracking and soliciting supporters at the \$1,000+ level. He/she will work with the conservation programs, outreach and finance staff to develop strategic and targeted giving opportunities for major donors. He/she will also work closely with the Donor Database and Research Manager on prospect research and portfolio development.

This position leads a five person major and planned gifts team, and is responsible for the success of individual and team growth and performance to reach annual revenue goals.

II. ESSENTIAL DUTIES AND FUNCTIONS OF THE JOB:

Fundraising:

- Responsible for annual revenue goals for the major donor and planned giving programs.
- Directs efforts to identify, cultivate, solicit and steward potential major donors, grove and honor tree donors and planned givers.
- Designs and coordinates targeted fundraising activities and events for prospective and current major donors, and for cultivation and recognition of current major donors and committed planned giving donors.
- Designs and oversees implementation of programs to renew and upgrade donors at the \$1,000 plus level.
- Responsible for oversight of the League's planned giving program, including: Planned Giving Officer's staffing of the Legacy Committee, promotion of planned giving opportunities, and solicitation and cultivation of prospective and current planned giving donors.
- Supports the Development Director in working with the Development Committee, the Board of Councillors, and the Board of Directors in support of fundraising activities. Manages other ad hoc fundraising committees as assigned.

Management

- Under the leadership of the Director of Development, the Director of Major & Planned Gifts will recruit, develop, coach, inspire, motivate, and empower a strong major and planned gifts team, comprised of a Senior Major Gifts Officer, a Major Gifts Officer, a Planned Giving Officer, and a Donor Stewardship Associate.

- Responsible for the success of individual and team growth and performance to reach quarterly and annual revenue goals, and to ensure that the major and planned gifts programs at the League are highly efficient, effective, ethical, and well leveraged.
- Works with the Director of Development on annual planning, budgeting and goal setting for major and planned gifts-related activities. Forecasts, supervises and approves all expenditures in relation to budget, and responsible for forecasting and meeting revenue goals for major and planned gifts.
- Assists in the recruitment of leadership volunteer solicitors and develops their fundraising capabilities.

III. QUALIFICATIONS:

- Personal passion for preserving and protecting the natural world with a belief in the mission, principles, and values of Save the Redwoods League's approach to conservation.
- Bachelor's degree or comparable experience.
- Proven experience cultivating, soliciting and stewarding donors resulting in \$100,000 plus gifts.
- Minimum of five years' experience in nonprofit major gifts and planned giving fundraising, or with proven major gift experience, capacity to learn and implement a complex planned giving program.
- Minimum of three years' experience managing employee performance and professional development.
- Experience with project management and event planning including vendor management, logistics, graphic design, and tracking systems.
- Superior interpersonal, oral and written communication and presentation skills with the ability to represent the League's mission and interests to a diverse group of people.
- Proven experience with the development and implementation of administrative functions.
- Excellent user of office technology and information systems (including Word, Excel, Outlook, Access, PowerPoint) and donor databases, preferably Raiser's Edge. Familiarity with a "moves management" donor tracking system.
- Ability to handle calmly and efficiently situations ranging from routine to highly complex.
- Demonstrated ability to multi-task and work successfully in a fast-paced environment with a high degree of attention to detail and minimum supervision.
- Ability to establish and monitor priorities, remain flexible, meet deadlines, and have fun.
- Ability to work independently as well as on a team.

IV. SUPERVISORY RESPONSIBILITIES

- Senior Major Gift Officer
- Major Gifts Officer
- Planned Giving Officer
- Donor Stewardship Associate

V. WORKING CONDITIONS:

- Frequent travel, predominantly within California
- Some weekend and evening responsibilities.
- Valid driver's license and safe driving record.
- Regularly sits at a desk or computer workstation.
- Frequently moves about the office to collaborate with colleagues.
- Frequently walks on uneven ground while working off-site.
- Occasionally lifts, carries or otherwise moves and positions objects weighing up to 30 pounds

This job description reflects the assignment of essential functions, it does not prescribe or restrict the tasks that may be assigned.