

Position Title: Director of Major Gifts
Reports To: VP of Resource Development
Updated: October 2015

GENERAL DESCRIPTION:

The Director of Major Gifts is responsible for cultivating, soliciting and stewarding a portfolio of approximately 100-150 donors/prospects. The portfolio will include individuals and family foundations. The majority of the Director's time should be spent doing 10-15 face-to-face person visits per month with a goal of soliciting gifts of \$10,000 and above, with a special focus on gifts of \$25,000 or more.

The Director will also help staff campaign volunteer committees and provide direction, planning and implementation of strategies to drive overall year-over-year net growth in revenue and number of donors. When appropriate, the Director will also solicit endowment and legacy gifts.

The Director must have reliable transportation and the willingness to represent several regions across the state of New Hampshire.

ESSENTIAL DUTIES AND RESPONSIBILITIES (Other duties may be assigned):

- The Director must develop and execute a growth plan, both inside and outside the workplace, at a net growth rate in revenue raised and membership consistent with the strategic plan; leveraging resources of Tocqueville Society/Leadership committees and G UW resources.
- Working with the President & CEO, VP of RD, Senior Director of Campaign Management and appropriate volunteers, the director will develop, implement and sustain strategies for soliciting individual gifts of \$10,000 or more. The Director will identify the donor's areas of interests through relationship development and align those interests with strategies/products/programs of Granite United Way.
- Secure membership renewals and initiate Planned Giving and Principal Giving conversations as appropriate.
- Develop a group of volunteers to help with donor cultivation and solicitation.
- Help create and plan leadership and donor engagement events and delegate (with oversight), production and execution of event strategies and communications to marketing staff.
- Provide strategies, briefing materials, written proposals, and acknowledgements for the President & CEO, Board of Directors, and Senior Staff, as needed.
- Partner with Community Impact, Finance, and Marketing staff to develop written materials, supporting documents, and impact statements appropriate for donor communications.

Data and Information Management:

- Responsible for developing both long and short-range operational plans to strengthen, grow, and track the progress of major giving in tandem with the RD Operations Manager and the VP of Development.
- The Director will exhibit competency in the use of the ANDAR database to write reports, retrieve data and in performing comprehensive analysis and data manipulation related to major giving.
- Working with the RD Operations Manager, maintain and expand upon action systems and moves management tracking within ANDAR, to ensure donor moves and touches are tracked

Prospecting:

- Working with volunteers, the Director will determine which prospects are appropriate for further cultivation and solicitation for major gifts.

Solicitation:

- The Director will identify and lead prospect specific solicitation teams involving United Way senior staff and volunteers by providing leadership and direction; will also be required to personally solicit potential donors.
- The Director will write gift proposals and grants for individuals and family foundations, as appropriate.

Stewardship:

- Once funding is secured, the Director will create and conduct programs of stewardship for donors and serve as the primary point of contact and relationship manager for major donors. The Director will create and maintain contact histories in Andar regarding cultivation and solicitation activities by providing complete development tracking in the Andar.

Other duties as assigned.

EXPERIENCE & QUALIFICATIONS: Bachelor's degree. Advanced degree preferred. • Three to five years of fundraising experience. • Excellent skills in relationship management. • Excellent skills in team building, problem-solving, public speaking and executive presentation. • Excellent written and verbal communication skills. • Excellent influence and motivational skills • Ability to interface with high level donors, lead volunteers, CEOs and senior management. • Volunteer/client management experience. • Strategic planning and budget management experience. • Strong computer skills: ANDAR (CRM), PowerPoint, Word, Excel & Outlook • General flexibility and ease of movement between multiple projects • Attend and assist with the coordination of evening and weekend events as needed. • Demonstrate creativity, problem solving ability, and demonstrate a history of focusing on major gift fundraising results. • Must be able to work independently and be self-motivated. Must have reliable transportation and willingness to represent several regions across the state of New Hampshire.

F.L.S.A Status

Full-Time exempt position.

NOTE: The purpose of this job description is to provide a concise statement of the work elements of the position, and to organize and present the information in a standard way. It provides as much detail as is necessary to distinguish the position for all others. It is not intended to describe all the elements of the work that may be performed by every individual in this classification, nor should it serve as the sole basis for Human Resource decisions and actions