

## **LEELANAU CONSERVANCY POSITION DESCRIPTION DIRECTOR OF CHARITABLE GIVING**

### **JOB SUMMARY**

The Director of Charitable Giving is responsible for the design and implementation of all fundraising programs of the Leelanau Conservancy: annual giving, major gifts, planned giving, future capital campaigns, and land acquisition mini-campaigns. The Director of Charitable Giving will demonstrate outstanding verbal and writing skills, a high level of organization, ability to manage staff and develop strong working relationships with donors and foundations, and will interact appropriately with Board members. Strong computer skills and familiarity with standard fundraising databases are a necessary part of the position. A willingness to engage in overnight or multi-night travel in-state and out-of-state during approximately 6-9 months annually, is required.

### **RELATIONSHIPS AND AUTHORITY**

- Reports directly to the Executive Director.
- As an ex-officio member of the Fund Development Committee, works with the Committee and the Executive Director to set the Conservancy's fundraising goals and develop strategies to achieve them.
- Works closely with the Director of Communications on preparation of fundraising materials. The Finance Director, Director of Land Programs and other program staff may be asked to contribute strategies to major donor gift requests, grant proposals, or specific mini-campaigns.
- Supervises the Conservancy's three fundraising staff members, including Leadership Giving Officer, Charitable Giving Data Specialist and Direct Mail, Data & Events Coordinator.

### **RESPONSIBILITIES**

#### **General**

1. Presents all aspects of Conservancy programs accurately and serves as an articulate, informed, enthusiastic and visible spokesperson inside and outside the Conservancy.
2. Educates the entire Conservancy community (staff, Board, volunteers and members) to create a culture of philanthropy, provide leadership and staff support for the Fund Development Committee.
3. Plans and implements coordinated fundraising programs, including annual giving, major gifts, planned giving, and grant-seeking.
4. Adheres to the highest ethical standards in management, governance, and fund development.
5. Fulfills other obligations the Executive Director may assign.

#### **Major Donor Programs**

1. Identifies, cultivates, solicits, closes, and maintains strong relationships with gift prospects and foundations, and maintains database of prospects, relationships, and historical interactions, including managing and updating data collection.

2. Assures the design and implementation of programs for donor acknowledgment and recognition.
3. Identifies, recruits, trains and assists volunteer solicitors, particularly Board members, to become a strong fundraising team active in identifying, cultivating, and perhaps soliciting major gift prospects.
4. Approves and assures all fundraising tools and materials are provided as needed.
5. Accompanies volunteers on calls when appropriate.
6. Coordinates with the Communications Director to plan and implement special events, gatherings and other major donor cultivation activities.
7. Establishes fund development performance measures and helps the Executive Director, Fund Development Committee and Board evaluate the effectiveness of the organization's fund development program.
8. Assures development and writing of grants, including some grant-writing, and adequate tracking of grant deadlines, applications and reporting.

#### Land Acquisition Project Fundraising

1. Meets regularly with land projection staff and Fund Development Committee to design and coordinate campaigns for new projects and endowments, and integrates project fundraising with major donor fundraising.
2. With land acquisition staff, Executive Director, Fund Development Committee and volunteers, implements plans to complete funding for each project.

#### Annual Giving/Membership Program

1. Coordinates with Communications and fundraising staff in designing programs and setting goals.
2. Ensures program execution and overseeing all membership services.
3. Coordinates with Director of Finance for the handling of donations.
4. Works with the Executive Director and Director of Finance to set goals and ensure adequate financial resources for endowments and other funds.

#### Planned Giving Program

1. Is knowledgeable about different options for planned giving.
2. Implements a strong planned giving marketing and solicitation program.
3. Identifies, cultivates, solicits, closes and maintains strong relationship with planned giving prospects.
4. Works with fundraising staff to review and revise current planned giving materials as necessary.
5. Plans and schedules planned giving seminars as needed.

The Leelanau Conservancy is a 501c3 nonprofit organization and an equal opportunity employer.