

LEELANAU CONSERVANCY POSITION DESCRIPTION
MAJOR GIVING OFFICER
FULL TIME EXEMPT EMPLOYEE

The Major Giving Officer is responsible for growing and managing a prospect portfolio to secure major and planned gifts. She/he is responsible for managing and growing the the planned giving group called the Richard O. Ristine (ROR) Heritage Society. The Major Giving Officer also works with the Fund Development team to increase philanthropic resources across all Conservancy programs.

RELATIONSHIPS AND AUTHORITY:

1. The Major Giving Officer reports to the Development Director.
2. The Major Giving Officer may recruit and manage volunteers as Heritage Society Ambassadors.

RESPONSIBILITIES:

1. Maintain a strong ROR Heritage Society
 - a. Create and execute the Planned Giving Marketing Plan by determining messages for various audiences (Saturation for all; Segmentation for certain groups; Personal impact for targeted individuals) and by working with the Fund Development team to develop materials and coordinate timing and delivery of planned giving information
 - b. Grow the Heritage Society membership
 - c. Work to document most Board Members as Heritage Society members
 - d. Welcome new members
 - e. Recognize, celebrate, and engage existing members
 - f. Prepare and maintain careful records of prospects, relationships, and contacts
 - g. Prepare high-level correspondence and proposals for potential donors
2. Serve as the relationship manager for a portfolio of prospects for major and planned gifts. Participate directly in the cultivation, solicitation and closure of gifts; steward relationships to continue and strengthen donor engagement. Develop individualized strategies designed to cultivate and solicit donors with a strategic and systematic focus on closing gifts and develop or strengthen relationships.
 - a. Create and implement strategies to identify, qualify, cultivate and acquire new major and planned giving donors
 - b. Draft and deliver donor proposals, solicitations and correspondence
 - c. Continuously update the prospect management database with relevant information related to donor strategies, contacts and results
 - d. Meet agreed upon fundraising and stewardship goals; monitor progress and report monthly and quarterly on progress against goals; study trends and adjust as needed
3. Other duties as assigned, including
 - a. Help with organizational priorities and special projects
 - b. Participate in relevant staff meetings, board meetings, and board committee meetings

Organizational Responsibilities

1. Become familiar with all aspects of Leelanau Conservancy programs and be able to represent those programs to the public.
2. Such other responsibilities as the Development Director or the Executive Director may assign from time to time.

REQUIREMENTS: EDUCATION, EXPERIENCE AND SKILLS

- Bachelor's degree required or equivalent experience
- Five years' related fund development experience
- An understanding of and passion for our work
- Strong organizational and presentation skills
- Understanding of the fundraising landscape, including individual giving, foundations and grants,
- Ability to close five figure gifts
- Ability to manage a portfolio of donors through the donor engagement process, from Identification to stewardship
- Competency working with databases
- Excellent verbal and written communication abilities
- High degree of comfort on the phone
- Personal integrity, sound judgment, and a sense of humor
- Must be self-motivated, flexible, and able to work both independently and as part of a team
- Requires a willingness and ability to travel overnight 25-35% of the time, primarily within the Midwest