

GIRL SCOUT COUNCIL OF THE NATION'S CAPITAL

POSITION DESCRIPTION

POSITION: Major Gifts Officer

REPORTS TO: Director of Development

PRIMARY AREAS OF WORK

The Major Gifts Officer is responsible for raising major gifts (ranging from \$5,000 to \$100,000 plus) with multi-year commitments for Girl Scouts Nation's Capital.

KEY RESPONSIBILITIES

- Develop and implement in concert with the Director of Development the strategy to achieve individual giving fund-raising goals including stretch goals.
- Participates in overall planning and execution of Council major gift fundraising.
- Identify, cultivate, and solicit prospects for major gifts and bequests for the purpose of supporting programming, operations, building the endowment, and capital improvements.
- Prepares research on each prospect to include wealth engine rating, giving history to the Council and other organizations, capacity, Girl Scout linkages including if they are a volunteer, etc.
- Based on research, recommends solicitation strategy and prepares background information for each visit and generates timely and thorough follow-up correspondence and call reports.
- Schedules cultivation and solicitation meetings with donors and prospects on average 3-4 per week targeting individuals with a giving capacity of \$5000 or above.
- Maintains an active portfolio of 75 to 100 donors.
- Manages a comprehensive cultivation tracking system for all major and planned gift donors and prospects – both in the donor database and hardcopy.
- Responsible for implementing the donor touch point calendar that was developed. Additionally, identify ways to increase the cultivation and involvement of donors in visits, meetings, and activities as appropriate.
- Prepares major gift proposals in response to inquiries and/or cultivation of major donors and prospects.
- Manages Juliette Low Legacy committee staffed by volunteers with the goal of recruiting 10 new members a year. Plan the annual Juliette Low Society tea and other donor cultivation events.
- Other duties as assigned.

ESSENTIAL FUNCTIONS

- 1. To plan, organize, and implement the individual giving programs including:**
 - A. Develop relationships with the major gift donors and prospects.
 - B. Discover and publicize giving opportunities for special projects.
 - C. Personally solicit and close major and planned gifts with donors.
 - D. Ensures relationships with donors and prospects are institutionalized.

- 2. To plan, organize, and implement the planned giving program including:**
 - A. Manage and staff volunteer committee
 - B. Nurturing relationships with planned giving donors and prospects.
 - C. Calculating and presenting planned gift proposals.
 - D. Personally soliciting planned gifts.

- 3. To make public appearances and presentations before groups and organizations concerning Girl Scouts Nation's Capital.**

MINIMUM QUALIFICATIONS

- University degree or equivalent in commerce, marketing, administration or related areas
- Minimum two-year' experience in major gift fundraising.
- Demonstrated experience in Major Gift/Planned Giving fundraising.
- Previous experience with volunteer boards and committees is essential.
- CFRE designation would be considered an asset.
- Girl Scout background would be considered an asset.
- Ability to work in donor databases and to leverage fully.