

Dorothea Dix Park

A park for everyone,
built by everyone.



Job Opportunity: Major Gifts Officer

Mission Statement

Dorothea Dix Park Conservancy is a 501(c)(3) nonprofit that supports the City of Raleigh's efforts, serves as its philanthropic and community engagement partner, and helps ensure the creation and long-term success of Dorothea Dix Park as a place for everyone – a transformative public space that will enrich our quality of life in North Carolina.

Job Summary

This is a full-time professional (exempt) position responsible for cultivating and soliciting major gifts from individuals and corporations to achieve annual campaign goals for number of meetings scheduled, solicitations made, and gifts closed. The Major Gifts Officer is a frontline fundraiser reporting to the Director of Development and serves a key role for implementing strategic capital priorities in the Campaign for Dorothea Dix Park established by the Dorothea Dix Park Conservancy.

Principal Responsibilities

- Develop and implement a plan to secure major gifts (\$25,000 and up) from individuals and mid-size companies to support the organization's strategic priorities. Responsible for developing goals, major gift fundraising strategies, and action plans within the assigned portfolio.
- Qualify and manage a portfolio of approximately 100 identified prospects; cultivate and solicit, through personal face-to-face visits and cultivation activities, gifts of \$25,000 or more. Special emphasis is to be placed on cultivation and solicitation of gifts \$50,000 and greater.
- Work toward specific fundraising goals annually, including:
 - prioritizing prospects by ask readiness, assigning an ask date, ask amount, expected gift booked date, and proposal design,
 - conducting personal or discovery visits with prospects and donors weekly, and
 - participating in solicitation meetings -proposal presentations.
- Maintain accurate and timely contact records through the prospect management process in eTapestry database
- In partnership with the staff and volunteer leaders identify, cultivate, and solicit planned gifts from individuals through personal visits and other appropriate contact.
- Support and guide under the direction of the Director of Development and Campaign Cabinet Chairs in cultivating and soliciting major gifts, thus supporting the prospect management process.
- Gain a comprehensive understanding of the mission and priorities of the Conservancy with a focus on Phase One for Dorothea Dix Park, and make a persuasive oral and written case for supporting the campaign.
- Other duties as assigned by the Director of Development

Dorothea Dix Park

Expectations

- 75 – 85% of time is spent on external fundraising and relationship management with assigned prospects
- Core values are exemplified in all interactions with internal and external stakeholders.
- Adheres to policies, procedures and guidelines.
- Compliance with IRS regulations regarding tax deductibility of charitable gifts.
- Timely acknowledgment of donations.
- Respect for confidentiality of donor records.

Requirements

- Bachelor's degree.
- Minimum of **seven years** in nonprofit fund development and **five years** of direct philanthropy experience with demonstrated success in cultivation and solicitation of gifts at the \$10,000+ level from individuals.
- Prior experience in a comprehensive capital campaign.
- Demonstrated ability to manage 100+ portfolio, to "ask" and "close" major gifts, and to meet goals and deadlines
- Ability to engage and inspire donor prospects to make major gifts in support of the mission.
- Ability to communicate effectively and enthusiastically with a broad constituency, including corporate executives, foundation executives, individuals, volunteers, and fellow staff.
- Effective public speaking, interpersonal communication skills, and relationship building skills.
- Excellent written communication skills, including the ability to write proposals and reports to donors.
- Professional knowledge of the major gift donor giving cycle, familiarity with planned giving programs, and an understanding of tax issues as they pertain to charitable giving desired.
- Ability to work both independently with minimal supervision and high attention to detail, and cooperatively in a team setting.
- Willingness to travel frequently and on short notice in relevance to the prospect management process and to commit to some evening and weekend work.
- Excellent judgement, ethical standards, and confidentiality with respect to the execution of major gift fundraising.
- Knowledge of mission, and the regional philanthropic community desired.
- Working knowledge of donor databases and the tools used to analyze fundraising data.

Salary and Benefits

- Competitive compensation range, \$75,000 – \$90,000; salary commensurate with experience.
- Benefits include generous health, vision, and dental insurance, holidays, paid time off, and health days; 401(k) retirement plan contribution with organizational match after one year of service.

Application Materials Required

- Cover Letter and Resume
- Contact Information for at least Two Professional References
- Submit email applications by March 20, 2020 with "Major Gifts Officer" in the subject line to: Dorothea Dix Park Conservancy, info@dixparkconservancy.org

