

JOB DESCRIPTION

Title: Director of Major Gifts and Planned Giving	Reports to: Vice President of Development
Date: June 2017	Department: Fund Development
Work Site: Administration	Status: Exempt

General Purpose: The Director of Major Gifts and Planned Giving directs and oversees a comprehensive program of major gifts and planned giving, focused on identifying, cultivating, soliciting, and exercising stewardship of individual prospects with the capacity and interest in an estate gift or other planned vehicles to benefit MCPN. This position oversees and manages all aspects of major gifts campaigns for the MCPN Annual Fund as it relates to all levels. Responsible for overall budgetary goal in this category can initially range from \$200,000 - \$700,000 annually. Responsible for preparation of written materials including donor correspondence and solicitation materials.

Serves as the primary liaison with Major Gift's committee/Fund Development Committee. Works with these committees to develop solicitation levels and varied campaigns as required. Development and maintenance of strategies to reach MCPN fundraising goals and objectives and facilitates personal solicitation of prospects for the entire organization. Provides coordination of major gifts cultivation and recognition events. Maintains prospect and donor database as it relates to all Major gifts campaigns. Plays an active role in the development of special events and attendance at all donor related events required.

Essential Duties/Responsibilities Planned Giving and Major gifts:

1. Develop and market new planned giving programs. Work to ensure that the program becomes an integrated part of the overall MCPN Fund Development efforts. Work closely with the Vice President of Fund Development to integrate an aggressive program as it relates to major gifts development, planned giving and endowment building.
2. Serve as the primary liaison with the major gifts/fund development committee and support their successful solicitations and follow-up. Work with the designed MCPN committee to develop prospects pools and encourage them to serve as ambassadors for the MCPN Planned giving programs.
3. Meet with planned gift prospects and their advisors, prepare financial illustrations of proposed gifts, and draft gift agreements for review by prospects and their advisors.
4. Organize and conduct seminars for prospective donors, foundations, professional financial and estate planners, and other constituencies.
5. Develop and produce materials to market Planned Giving program. Write articles for institutional publications that highlight planned gift opportunities at MCPN.
6. Establish procedures for tracking and qualifying prospects and for recording and reporting gifts.
7. Engage and partner with the CEO to cultivate donor relationships as needed
8. Other duties as assigned.

Professional Obligations and duties:

1. Practice profession with integrity, honesty, truthfulness and adherence to the absolute obligation to safeguard the public trust
2. Act according to the highest standards and vision of MCPN and organizational core values
3. Put philanthropic mission above personal gain
4. Strive to improve professional knowledge and skills so that performance will better serve others
5. Adhere to all applicable laws and regulations
6. Avoid the appearance of any criminal offense or professional misconduct
7. Adhere to standards of ethical principles of professional practice

Other Duties/Responsibilities:

1. Adheres to MCPN Policy and Procedures
2. Acts as a brand ambassador within and outside the organization
3. Performs duties as workload necessitates
4. Maintains a positive and respectful attitude
5. Communicates regularly with supervisor about Department issues
6. Demonstrates flexible and efficient time management and ability to prioritize work load

Supervisory Duties: Volunteers and Staff conducting donor procurement activities, etc.,

JOB QUALIFICATIONS**Knowledge, skill and ability:**

1. Exceptional knowledge of marketing concepts, strategies, and practices
2. Ability to successfully coordinate simultaneous marketing campaigns across many Departments internally and many outlets externally
3. Ability to compile and analyze performance data to support decision making within the Department
4. Ability to adapt the Department to internal and external changes to meet organizational goals and objectives
5. Strong project management skills
6. Exceptional written and verbal communication skills
7. Ability to establish and maintain effective working relationships internal and external to the organization
8. Industry and market knowledge of the healthcare and nonprofit sectors
9. Proven track record of success in launching successful fundraising campaigns
10. An exceptional leader and skillful delegator
11. Experience working closely with vendors and overseeing third party projects such as design and production of marketing materials
12. Ability to create event and fundraising concepts and see event and fundraising campaigns through to profitable completion

Education or Formal Training: Minimum Bachelor's Degree in a related field. Master's Degree preferred.

Experience:

- At least ten (10) years of successful and direct fund development and fundraising experience;
- At least a seven (7) year track record of planned and major gift giving fundraising;
- A successful and verifiable track record in developing strong donor relations.
- Demonstrable commitment to the highest standard of ethical and professional conduct;
- A demonstrated track record of planned giving fundraising.

Material and equipment directly used: Fax, Telephone, Postage Machine, Copy Machine, Computer/Printer.

Working environment/physical activities:

Non-smoking office, long periods of sitting, standing and walking. Some lifting, answering telephones and using office machines and equipment. Multiple meetings both within and external to the organization. Ability to work a flexible schedule including some evenings and weekends.

**Note: Employees are held accountable for all duties of this job. This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the position.*