



AVAILABLE POSITION: MAJOR GIFTS OFFICER

DATE: SEPTEMBER 19, 2017

CLASSIFICATION: FULL-TIME

ORGANIZATION SUMMARY

The Trust for the National Mall (TNM) stewards private support to design and deliver modern and resilient solutions that will preserve the historic grounds and transform the visitor experience on the National Mall. With 36 million annual visits, the National Mall is one of the most visited parks in the world. In partnership with the National Park Service, we have invested more than \$22 million in private support and helped advocate for an additional \$130 million in Federal Funds.

The National Mall carries the single biggest deferred maintenance figure of any park in the National Park system. Recognizing that Congress has not adequately supported the needed maintenance and improvements to our beloved national treasure over the past forty years, the Trust has embarked on an unprecedented partnership with the National Park Service to raise the necessary funds to accelerate activity in completing critical projects.

POSITION SUMMARY

Working closely with the Trust's Chief Development Officer (CDO), the Major Gifts Officer (MGO) will implement and lead an aggressive, rapidly growing individual giving program focused on major and principal gifts. The MGO directly reports to the CDO and works closely with the Chief Executive Officer (CEO) and other organizational leaders, including Board members. The MGO works to identify, cultivate, and solicit major donors (\$10,000 and above) as well as principal gifts donors (project gifts of \$50,000 and above). S/he prospects for individual donors from event sponsors, mid-tier donors and outside sources, and works with the CDO to plan and execute fund development strategies to meet or exceed fundraising goals. As the Trust does not currently have a robust individual giving program, identification of prospects outside of this universe is especially important, although the Major Gifts Officer is responsible for renewals, upgrades and continuous strategic identification of current donors as well.

The ideal candidate will bring an enthusiastic, can-do attitude and proven knowledge of managing and stewarding individual donors. The successful candidate should have proven experience in working with individual philanthropists and Board members. Experience with large gala or benefit-style events is a plus. The successful candidate must have a strong sense of professionalism and exhibit a team approach to development.

CORE RESPONSIBILITIES INCLUDE:

- Manage major gift fundraising efforts including the identification and stewardship of a portfolio of major gift prospects and donors capable of gifts at the \$10,000 and above level.
- Lead effort at reformulating and launching giving circles for \$10,000 and above level donors; manage these giving circles going forward.
- Manage a pool of active prospects to meet an assigned individual fundraising goal for major donors.
- Work with the CDO to create donor cultivation and outreach strategies; implement those strategies.
- Work with organizational leaders to identify and cultivate prospects; create and manage procedures and opportunities to engage and involve prospects new to TNM.
- Oversee research to identify prospects that are not currently affiliated with TNM.
- Prospect among annual fund donors and event sponsors for individuals capable of joining major gifts circles.
- Move potential donors in an appropriate and timely fashion toward solicitation and closure. Track all such moves and actions in database.
- Follow up cultivation activities with appropriate gift solicitation, reporting, and stewardship of donors.
- Maintain and develop procedures to ensure effective collecting, recording, accounting, acknowledgement and follow-up on all gifts and pledges.
- Support colleagues in execution of duties when necessary, especially regarding specific activities like the annual benefit gala.
- Perform other duties as assigned, including possible travel when necessary.

JOB REQUIREMENTS AND QUALIFICATIONS

The ideal candidate will have the following experience and qualifications:

- A minimum of five years of fundraising experience with at least 3 years in the area of major gifts.
- A Bachelor's degree from an accredited college/university and knowledge of development techniques; advanced degree and/or fundraising certification (CFRE) preferred.
- Proven success in the management and implementation of fundraising strategy and systems.
- A successful track record of work with volunteer committee members and senior leadership; work with Board members a plus.
- Demonstrable ability to work on multiple projects simultaneously.
- Superior writing and communications skills – the ability to grasp linkages, understand and articulate the Trust's mission and goals to a variety of constituencies.
- Knowledge of best practices in the field as well as all relevant federal, state, and local rules, regulations and programs/policies for meeting fundraising compliance requirements.
- Computer skills, preferably using PC compatible equipment in a Windows environment, proficiency with word processing and spreadsheet use are necessary; working knowledge of Salesforce preferable.
- Experienced, enthusiastic, strategic thinking.
- Superior communication skills; an individual who shares information readily and concisely; listens as well as gives advice, and respects the abilities of others.
- A team player who welcomes collaborative decision making.

- Possesses professional maturity, credibility, patience, good judgment, honesty, integrity and trust; able to motivate others in a similar vein.

HOW TO APPLY

The Trust offers a competitive compensation and benefits package plus a positive work environment, which encourages personal growth and achievement. Please visit our website at www.nationalmall.org for more information about the Trust.

Please send a cover letter, resume and writing sample to information@nationalmall.org with “Major Gifts Officer_ Your Name” in the subject line. Please submit all materials in one document in PDF format if possible. No phone calls please.