

JOB DESCRIPTION

Director, Major Gifts

REPORTS TO: Vice President, Development

RESPONSIBILITIES:

1. Oversee and manage all aspects of the major gifts program for WMGI, supervising annual gifts of \$1,000 and more and special gifts from these and other donors.
2. Establish budget goals in this category in consultation with management and develop strategies to reach them.
3. Prepare written materials, including correspondence, solicitation materials, acknowledgements, and regular communications as part of the stewardship program. Prepare marketing materials, including brochures, articles, ads, and on-air announcements, to promote the concept of major giving to WMGI.
4. Establish and maintain a donor cultivation cycle and gift stewardship program to ensure that new major donors are developed, have opportunities to increase their level of support annually, and enjoy a close relationship to the station.
5. Serve as primary liaison with Major Gifts Committee. Work with this committee to develop levels of support. Develop strategies to facilitate personal solicitation of prospects by committee members.
6. Coordinate Major Gifts cultivation and recognition events.
7. Maintain major donor prospect and donor records on the station database.
8. Promote a collegial atmosphere within the development department, working cooperatively with all fundraising officers to help them and the department attain their overall financial and advancement goals.

QUALIFICATION:

Bachelor's degree and five years of major gift fundraising experience.

REQUIRED SKILLS:

Ability to maintain a flexible work schedule, including some evenings and weekends.

Excellent interpersonal skills.

Excellent organizational skills.

Excellent personal and written communications

Knowledge of word processing, and spreadsheet programs and general familiarity with database programs.

JOB DESCRIPTION

Director, Planned Giving

REPORTS TO: Vice President, Development

RESPONSIBILITIES:

1. Oversee and manage all aspects of the planned giving program for WMGI, supervising gifts made through bequests, trusts, charitable gift annuities, and other planned giving vehicles.
2. Establish budget goals in this category in consultation with management and develop strategies to reach them.
3. Prepare written materials, including correspondence, solicitation materials, acknowledgements, and regular communications. Prepare materials, including articles, ad copy, and on-air spots, to market the planned giving program and promote the concept of planned giving.
4. Serve as primary liaison with Planned Giving Gifts Committee. Work with this committee to develop prospect pool. Encourage them to actively promote planned giving to WMGI.
5. Meet with planned giving prospects and their advisors, prepare financial illustrations of proposed gifts, and draft gift agreements for review by prospects and their advisors.
6. Organize and conduct seminars for prospective donors and professional financial advisors.
7. Establish procedures for tracking and qualifying prospects and for recording and reporting gifts. Develop recommendations for gift acceptance policies and ensure that existing policies are followed.
8. Promote a collegial atmosphere within the development department, working cooperatively with all fundraising officers to help them and the department attain their overall financial and advancement goals.

QUALIFICATION:

Bachelor's degree and five years of major gift fundraising experience.

REQUIRED SKILLS:

Ability to maintain a flexible work schedule, including some evenings and weekends.

Excellent interpersonal skills.

Excellent organizational skills.

Excellent personal and written communications.

Knowledge of word processing, and spreadsheet programs and general familiarity with database programs.