

Vermont Public Radio Job Description Director of Major Giving

Job Title: Director of Major Giving
Department: Development
Reports To: Vice President for Development & Marketing
FLSA Status: Exempt
Prepared Date: February 10, 2014
Approved By:
Approved Date:

SUMMARY

Reporting to the Vice President for Development & Marketing, the Director of Major Giving oversees and directs all major giving efforts for VPR, including annual major giving (\$1000+), planned giving, capital, and special project fundraising programs. Leads and manages the Major Giving team to help meet the revenue needs of the organization. Supervises one professional staff member and one support staff member. In addition, the Director will manage a personal portfolio of top donors and prospects. Develops strategies for solicitation of major gifts, including: determining ongoing relationships with prospect/donor; recommending specific purpose and level of gift; and identifying those to be involved in cultivation and subsequent solicitation. May assist the Vice President for Development & Marketing and/or President on various issues within or outside of functional area of responsibility as requested.

Contributes to the general management of VPR as a member of the VPR Management Team.

ESSENTIAL ROLES

1. Annual Major Giving (\$1,000+)
2. Special Capital/Endowment Campaigns
3. Planned Giving
4. Development and Fundraising
5. Board of Directors resource
6. Supervision

Essential Duties and Responsibilities	Minimum Requirements	Excellence in this Position
Prepares and successfully executes all major giving plans to reach the various potential major donors to VPR and help meet institutional funding objectives.	Well-managed, highly organized, creative fundraising efforts that consistently meet incrementally increasing financial goals.	Well-managed, highly organized, creative fundraising efforts that consistently meet or exceed financial goals, which are increasing significantly on a year-to-year basis. Relationships with VPR listeners and contributors are open, engaging, and transparent.
Enlists the involvement of members of VPR's staff, the President, the Board of Directors, and others as necessary to successfully implement the major giving plans. Designing and providing training for staff and volunteers as necessary.	Involves others as needed in major giving efforts. Trains others to assist fundraising efforts as needed.	Creates a broad sense of involvement and ownership of major giving efforts in the Board, staff and others. Receives creative ideas from them regularly. Creates confidence and enthusiasm for VPR's major giving efforts..

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Supervises the annual major gift program including the solicitation, stewardship, research, and record keeping of VPR's major gift donors and prospects.	The major giving program grown incrementally. Donors are cultivated using an established cycle of contacts and are stewarded accordingly. Donors have opportunities to increase their level of support annually and they enjoy a close relationship to the station. New major donor prospects are regularly identified and cultivated.	The major gifts program grows at a rate greater than industry average. The scope of the program includes major gifts that are cultivated and received for special projects and opportunities, non-campaign related. Recognized as a leader in the philanthropic community.
Identifies opportunities for special campaigns to help ensure that VPR is able to carry out its strategic plans and vision. This could include endowment campaigns, capital campaigns, and station acquisition campaigns, as well as smaller campaigns for special projects, etc.	Campaigns are well-organized and meet established goals in the appropriate timeline.	Campaigns are completed in such a manner that exemplifies best practices for campaigns.
Recruits, manages, evaluates, and develops the Major Gifts staff consistent with VPR's values.	Develops an effective staff with individuals developing their skills, working well together, with other development staff, with other departments, and VPR's major donors.	Develops highly promotable staff, including a potential successor. The major giving team is able to attract and retain great employees. Excellent communications within and across departments, among employees, with the Board, with the public, with relevant national organizations, and with suppliers are facilitated. Conflict is managed constructively.
Manages a personal portfolio of prospects and donors and participates in all aspects of the gift cycle.	Manages donor relationships in a professional manner, ensuring incremental growth of major giving from donors in the portfolio.	Relationships result in a significant growth in major giving to VPR. The number of new major donors in portfolio grows significantly on an annual basis.
Establishes budget goals for major, planned and capital giving in consultation with the VP for Development & Marketing and develops strategies to meet them.	Revenue goals are set that reflect incremental growth in the areas of major, planned and capital giving. Expense budget is developed that puts the major gifts cost to raise a dollar near the median of the industry.	Revenue goals are set that reflect significant growth in the areas of major, planned and capital giving. A detailed action plan is developed and followed to reach the goals. Expense budget is developed that puts the major gifts cost to raise a dollar below the median of the industry. Stewards resources with prudence and accountability.
Establishes procedures for tracking and qualifying prospects and for recording and reporting gifts. Develops a cultivation plan for each of VPR's top 50 donors.	Implements a tracking program that is updated monthly and used by team to formulate strategies for stewardship, cultivation and retention of major donors.	All Top 50 donors have a cultivation plan in place that results in a stronger relationship with VPR that is evidenced through increased giving to VPR.
Ensures VPR's Gift Acceptance Policy and any other pertinent VPR policies, are followed, with a special emphasis on ethical standards for soliciting and	Ensures all gifts are within the guidelines outlined in the VPR Gift Acceptance Policy and any other pertinent VPR policies. Staff clearly understands the ethical standards for	Gift Policies are regularly updated, and the policy is clearly known and understood by the major giving team, other department members, the finance department, and the board. Staff

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reporting.	soliciting and reporting.	maintains an ongoing dialogue about ethical issues related to soliciting and reporting, demonstrating a deep commitment to the highest levels of ethical practice.
<p>Supervise the preparation of written materials, including correspondence, solicitation materials, acknowledgements, and regular communications as part of the stewardship program for all major, planned and special gifts.</p> <p>Supervise the preparation of marketing materials, including brochures, articles, and on-air announcements, to promote the concept of major/planned/special giving to VPR listeners.</p>	All correspondence is timely, well-written, effective stewardship, and consistently represents the VPR brand.	Written materials are exemplary. Donors feel they are being personally communicated with, heard, and valued. Materials reflect VPR's strategic direction and successfully communicate the importance of renewable major gifts to VPR ongoing operations, planned gifts for VPR's future, and capital gifts for special projects.
Represents VPR to the national public radio development community. Maintains strong working relationships with relevant national organizations.	Effectively represents VPR as needed at the regional and national level.	Develops and maintains an excellent network of relationships in the local community and broader public radio system. May take a leadership position in local, regional, or national organizations. Recognized as a leader in these organizations. Brings opportunities to VPR as a byproduct of these efforts.
Oversee the scheduling and planning of major gifts cultivation and recognition events. Develop a program for recognition, involvement and stewardship of major, planned and special gift donors.	Events are effectively used to cultivate and recognize donors. Donors are excited to attend, feel welcomed, and know that their giving allows these special opportunities.	Events are used as opportunities to engage donors and prospects for targeted purposes. Board members and other volunteers are actively engaged in inviting new prospects and reticent donors. Follow-up plans are in place before the event, and acted upon in a timely manner.
Responsible for the consistent and effective use of Raiser's Edge with respect to the major donor program, including planned giving and campaigns.	All members of the major giving team use Raiser's Edge to track all contacts with donors. Reports are regularly run that track donor activities and progress towards goals. All members have a general knowledge of the program and know how to run selections for regular reporting.	Members of the major giving team actively use Raiser's Edge in innovative and better ways.
Promote a collegial atmosphere within the major gifts team and the development department, working cooperatively with membership and underwriting to help them and the department attain their overall financial and advancement goals.	The Major Gifts team is seen as a resource to each other and the department. Identify funding opportunities outside of the major gifts area, and provide stewardship assistance if needed. Promote a general sense of working for the greater good of the organization, outside of our respective area of responsibility.	Strong collegial spirit results in better teamwork, with a strong sense of trust and respect throughout the department. All areas of the department are seen as successful. Overall development goal is exceeded.

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Serves as a member of VPR's management team, sharing responsibility for the ongoing operation of the whole organization.	Works effectively with peers on projects impacting the whole organization. Effectively coordinates team activities to mesh with those of other departments as needed. Recognized by peers as an effective teammate.	Works with the President and other Directors in ways that make them more effective. Has a broad understanding of all of VPR's departments sufficient to collaborate effectively with peers, ensure excellent communication and teamwork among departments, contribute significantly to VPR's general management, and help other managers do their jobs more effectively
Involved in ongoing professional development for the benefit of VPR.	Appropriate certifications are renewed as needed.	Ongoing professional development is a priority and is seen as a model by other staff.

EXCELLENCE IN THIS POSITION includes the following:

1. A high level of commitment and dedication to the mission of VPR and public radio. Personally volunteers support for public radio – either financially or in other ways.
2. A high level of energy. An obvious enthusiasm for the work of VPR. Outgoing, friendly with co-workers, and demonstrates an appropriate sense of humor.
3. Acting consistently with the highest standards of journalism, business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
4. Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners, and donors connect with VPR. Holding leadership positions in the community on boards, committees, and through general volunteer opportunities.
5. Facilitating excellent communications across departments, among employees, with the Board, with the public, with relevant national organizations, and with suppliers. Fostering open and candid relationships with VPR listeners and contributors. Managing conflict constructively.
6. Demonstrating a commitment to the continuous improvement of VPR's ability to fulfill its mission and vision. Demonstrating and encouraging creativity and enthusiasm for this work.
7. Effectively working to strengthen the public radio community nationally. Being recognized by peers for knowledge of the craft, demonstrated expertise and success, and commitment to the cause. Holding leadership positions in national organizations involved with public radio. Bringing increased opportunities to VPR as a byproduct of these efforts.
8. Expressing consistent, high performance expectations for themselves, their department, VPR's leadership, and VPR. With staff: helping them develop a high level of commitment to their mission and excellent teamwork. Helping develop employee skills and abilities, mentoring well, and helping employees realize their professional goals. To the extent possible, helping develop the next generation of leadership at VPR and creating a viable succession plan for their department. Attracting and retaining great employees.
9. Developing a broad understanding of all of VPR's departments sufficient to collaborate effectively with peers, ensure excellent communication and teamwork among departments, contribute significantly to VPR's general management, and help other managers do their jobs more effectively.
10. Working with the Vice President of Development and/or President and General Manager in ways that make him/her more effective.

SUPERVISORY RESPONSIBILITIES

Supervises on a daily basis the Manager of Major Giving, the Manager of Special Giving and a part-time administrative staff person. Directly responsible for Major Giving performance reviews, indirectly responsible for administrative staff performance reviews.

POSITION REQUIREMENTS

Education, Experience, and Other: Bachelor's degree and at least five years of relevant experience in major gifts fundraising and two years of supervisory or managerial experience. CFRE (Certified Fundraising Executive) designation preferred. Must have valid and current drivers license and reliable transportation.

Essential Skills: Strong leadership and organizational skills. Demonstrated creativity. Superb writing and presentation skills and keen ability to relate to donors at all levels required. Demonstrated ability to work collaboratively. Must be able to present self in a neat, professional manner, with appropriate attire.

Physical Demands: While performing the duties of this job, the employee is regularly to talk, hear, walk, sit for extended periods, travel, and occasionally stand, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. The ability to drive an automobile during the day and night, and fly in a plane is critical. The work environment is usually an office and is usually quiet, but fundraising events may take place in a wide range of venues. (The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

Please note: This is not an all-encompassing statement of this position's responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.