



## **JOB DESCRIPTION: Major Gifts Officer**

**Classification:** Full-time exempt

**Reports to:** Crowden Development Director

**Other Benefits:** As described in the Crowden Employment Policies and Practices Handbook

**Position Summary:** The Major Gifts Officer oversees and coordinates all facets of fundraising and donor cultivation of major donors defined as annual donors of \$2,500 and above. This individual is responsible for building, identifying, cultivating, setting strategies, and stewarding individual donors to Crowden's major giving circles (including "40 and Forward" giving Circle, and the Crowden Legacy Society), who have the capacity and interest to support Crowden long term. This includes setting up meetings, events, renewal and other mailings and solicitations including upgrade opportunities. The Major Gifts Officer will have direct responsibility for meeting a significant portion of Crowden's annual contributed income budget and growing endowments and memberships in the Crowden Legacy Society. The Major Gifts Officer will participate in all aspects of the gift cycle, working closely with the Development team, the Crowden Leadership team and Board, to identify new prospective donors and current Crowden donors who might qualify as major donors. Cultivation of these donors will be in tandem with major gifts strategies as determined by the team.

This full-time role is performed on-site, Monday through Friday (with evenings and weekends, as donor meetings and events require).

### **Essential Functions:**

- Develop cultivation, solicitation and stewardship strategies for individual donors that include phone calls, personal visits, private events, and Crowden visits & on-site tours.
- Seek to define a major giving program and build the program by 10% year over year.
- Actively engage in establishing and strengthening long-term relationships with individuals which will result in helping to build a major gift pipeline.
- Advance Crowden's interests by identifying sources of private support, and by maintaining strong communication ties with donors and prospects.
- Implements a moves management approach with Salesforce Development platform.
- Fundraises via the Legacy Society, Scholarship Funds, and Crowden's major giving circles. Oversees the strategy for fundraising in donors' tiers at the \$2,500 and above level.
- Actively cultivates prospects networking and leveraging i-Wave and NOS, and Salesforce.
- Develops successful strategies for Crowden gift solicitations leveraging trustees, Head of School (HOS), Artistic Director, Artistic Director Emeritus, Crowden Advisors, staff, and faculty.

## **Fulfillment of donations and accompanying benefits to Crowden major giving circles**

- Submits reports on Legacy Society and Major gifts activity and status to Development Committee
- Completes and submits pledge forms for Legacy Society and major gifts pledges received. Works with Dev. Associate & Database Administrator to provide appropriate follow-up on pledges.
- Works with Dev. Associate & Database Administrator for donor/data query requests as needed.
- Provides detailed tracking and reporting on prospect and donor contacts by inputting contact reports and proposals into the Salesforce database.
- Regularly updates prospect lists for vetting by Development Committee, Board of Trustees and development staff.
- Participates in other fund-raising activities as needed.
- Safeguards the confidentiality of development information at all times.
- Other duties as assigned in support of the Development team's goals and mission.

## **Major Gifts:**

- Develops an annual comprehensive strategic plan for securing major gifts from Crowden donors.
- Identifies prospects through Salesforce, i-Wave and NOS; qualifies prospects through face-to-face visits; expands and refines the pool of Crowden major donors and aligns individuals to programs and projects based on information gathered about a prospective donor's passion and interests.
- Cultivates prospects through visits, receptions, and pairings of donors with key Crowden leadership, faculty, advisors and Trustees, draws individual prospects closer to Crowden's priorities.
- Solicits major gifts working with Development Director and Chair of Development committee to develop strategies for giving for individual donors.
- Helps in the stewardship of Legacy Society/Major Gifts donors and develops the stewardship plan in tandem with the Development team.

## **Professional Development**

- Learns and leverages systems and tools (Classy, Salesforce, i-Wave, Nonprofit Operating System, Form Assembly, Campaign Monitor, Google Suite) to optimize effectiveness of appeals, donor communications, and donor knowledge base.
- Attends webinars and workshops as available and appropriate to the role.
- Engages with ABADO (Assoc. Bay Area Development Officers) listserv and attends NAIS webinars and workshops to continuously improve Crowden Major Giving approaches.

## **Qualifications**

- Bachelor's degree or equivalent experience.
- Excellent interpersonal, communication and organizational skills
- Demonstrated initiative and problem-solving skills.
- Passion, commitment, and proven experience securing six and seven figure gifts.
- Five+ years' experience in major gift fundraising, preferably within arts, education, and nonprofit organizations.
- Demonstrated success in identification, cultivation, solicitation, and stewardship of individuals with major giving capacity.

- Demonstrated ability to forecast fund raising targets and to evaluate and report progress.
- Skill in listening perceptively, conveying sensitivity and awareness to prospective donors.
- Interpersonal skills to develop and maintain close and effective working relationships with donors, staff, community members, volunteers, Board members, and the public.
- Demonstrated ability to initiate programmatic activities independently; organize, prioritize and complete work in a timely manner despite many deadlines and competing requirements.
- Skill in gift solicitation techniques
- Demonstrated ability to handle confidential information with integrity.
- Fluency with technology and the ability to learn new software platforms. GSuite and Salesforce (or other development database platform) experience required.
- Experience with Board Development Committees a plus
- Fundraising experience in a school setting or educational environment required; experience working in a small, non-profit organization a plus.
- Knowledge and experience, and/or affinity for classical music a plus

### **How to Apply**

Please send resume, cover letter, and 2 relevant professional references to:

Diane Stair, Director of Development, Crowden Music Center

[dstair@crowden.org](mailto:dstair@crowden.org) *(No phone calls please)*