

## **California State Parks Foundation Job Description**

**Title:** Leadership Gifts Officer  
**Reports to:** Director of Advancement  
**Date:** August 2017  
**Location:** San Francisco or southern California (remotely)

With over 50,000 members, the California State Parks Foundation (CSPF) is the only nonprofit organization working statewide to protect, improve, and advocate for the entire network of 280 California state parks. With our community of supporters, we deliver innovative solutions for an excellent parks system by facilitating park improvements, supporting partners, advocating for proper park stewardship, and connecting people to parks. Together we ensure that the natural beauty, rich culture and history, and recreational and educational opportunities of all of our state parks are available for all to enjoy now and for generations to come.

### **JobDescription:**

The Leadership Gifts Officer (LGO) works closely with the Advancement team and leadership staff to expand and diversify CSPF's base of major individual donors in support of the organization's mission and programs. S/he will help develop, manage, and grow a program to cultivate, solicit, and steward donors currently giving at the \$1,000+ level and donors who have the potential to give at the \$1,000+ level.

The LGO will be based in San Francisco, at CSPF's headquarters, or in southern California where s/he will be based remotely from his/her home. Regardless of base, the LGO but will be expected to travel throughout the state of California to meet with major donors.

### **Responsibilities:**

- 1) Expand CSPF's base of individual major donors by focusing on renewing and upgrading donors who are currently giving \$1,000 or more.
- 2) Acquire new major donors by identifying and upgrading prospects who are current annual fund donors and by identifying, cultivating, and soliciting major donors who are brand new to CSPF.
- 3) Build and maintain accurate and detailed major donor records in the Salesforce database.
- 4) Provide regular updates from the database on major donor activities and overall giving.
- 5) Work closely with the Director of Advancement, Board of Directors, and the Executive Director to create and implement a major donor solicitation plan:
  - Research current major donors and prospects to determine appropriate cultivation strategies.
  - Develop solicitation strategies for major donors, assigning donors to the Director of Advancement, Board members, the Executive Director, and others as appropriate.

- Collaborate with the Director of Annual Giving to manage all communications reaching major donors.
  - Ensure that all materials reaching major donors are personalized and when appropriate, customized.
  - Lead overall stewardship process for all major donors. Write and submit follow-up notes and reports and ensure that acknowledgments are personalized and sent in a timely manner.
  - Personally cultivate, solicit, and steward a large portfolio of current major donors and prospects.
- 6) Promote CSPF's legacy giving program among major donors and follow-up on specific planned giving leads.
  - 7) Assist the Board's Advancement Committee in leading the Board giving process.
  - 8) Manage the major donor recognition program including name listing in CSPF publications and overall benefits at different levels of giving.
  - 9) Plan, promote, and attend 4-5 Insider Tours of state parks throughout California.

**Qualifications:**

- 1) Bachelor's degree required
- 2) Minimum of three years of development experience with demonstrated success doing face-to-face gift solicitations.
- 3) Exceptional interpersonal skills that deeply move current and potential donors; ability to build a strong network of existing and prospective park supporters.
- 4) Excellent planning, writing, and public speaking skills that represent CSPF to the outside world with the highest professional standards.
- 5) Strong analytical skills and experience with Microsoft Office applications and donor databases; Salesforce experience desirable.
- 6) Ability to maintain confidentiality and operate with discretion.
- 7) Extremely well-organized, ability to work well independently, and a capacity to handle details while focusing on overall goals.
- 8) Works well in team-based environment, diligently and cooperatively. If based in southern California, must demonstrate that s/he can work effectively as a remote employee and still collaborate with the Advancement team based in San Francisco.
- 9) Willingness to pitch in and perform other tasks as needed. Sense of humor desirable!
- 10) Ability to travel throughout the state and to work on nights and weekends at certain times. Must possess a valid California driver's license.

**Salary:** \$80,000 plus benefits

**To Apply:** Please send a cover letter, resume, and a writing sample to [careers@calparks.org](mailto:careers@calparks.org) with Leadership Gifts Officer as the subject line.

The California State Parks Foundation is an Equal Opportunity Employer. Qualified applicants with arrest and conviction records will be considered for the position in accordance with San Francisco Fair Chance Ordinance, Police Code, Article 49.