

## **Major Gifts Officer Position Description**

**Title:** Major Gifts Officer

**Reports to:** Director of Major and Planned Gifts

**Date:** July 2014

### **Introduction:**

With 130,000 members, the CSPF is the only statewide independent nonprofit membership organization dedicated to protecting, enhancing, and advocating for California's 280 state parks, one of the largest state park systems in the U.S. The Development Department provides direct fundraising and support activities to sustain and enhance the institutional mission.

### **Job Description:**

The Major Gifts Officer is responsible for developing and implementing programs and strategies to effectively cultivate, solicit and steward major donors at the \$1,000 and above level. The growth of the Major Gifts program is of key strategic importance, including capital campaigns and our signature fundraising gala. The Major Gifts Officer is directly responsible for raising \$2 to \$4 million in major annual gifts, funds for capital projects and program support each year. In addition, the Major Gifts Officer will incorporate planned giving opportunities in contacts with donors. The Major Gifts Officer will work closely with board members and is part of a six-member major and planned gifts team.

The incumbent could work from either the San Francisco office or the Los Angeles office. Applicants should indicate which location they prefer.

### **Major Responsibilities**

- Work closely with CSPF's leadership to develop strategies and tactics to successfully expand the major gifts program. A major focus will be to build the program at the \$5,000 and \$10,000 level.
- Personally manage a portfolio of approximately 150 current major donors and prospects. Develop written cultivation, solicitation and stewardship plans, utilizing a moves management approach to engage prospects and donors in CSPF's diverse range of programs and capital projects.
- Assist in managing and raising funds for capital campaigns, including the Answer the Call capital campaign, Pigeon Point Lighthouse (San Mateo County) and Candlestick Point State Recreation Area (the Yosemite Slough Wetlands Restoration).
- Secure sponsorships for the annual Golden Poppy Awards Gala.
- Prepare written proposals for individual, foundation, and corporate donors.

- Promote planned giving with major individual donors and others who respond to planned giving marketing efforts.
- Participate in planning, staffing, and donor recruitment for up to ten cultivation and stewardship events per year.
- Help train, support and inspire the Board of Trustees in effective techniques to improve their fund raising skills and success. Partner with board members in making solicitations.
- Represent CSPF in high-level meetings with foundations, corporations, and philanthropic leaders.
- Write solicitation and donor communications for CSPF's print and online publications.

### **Qualifications**

- Five years successful experience in major gifts fund raising with a proven track record of raising major gifts in the \$1,000 to \$100,000 range. Capital campaign experience a plus.
- Superior ability to develop and sustain positive relationships with donors.
- Strong organizational skills, ability to set priorities and manage multiple projects simultaneously and to work calmly under the pressure of deadlines.
- Demonstrated ability with Microsoft Office (Word, Excel, Powerpoint), donor databases (Salesforce/Luminate preferred) and social media.
- Strong interpersonal, verbal and written communications skills.
- High energy, personal initiative, and a sense of humor.
- Ability to work well independently and within a team-oriented environment.
- Events management experience.
- Knowledge of the Bay Area or Los Angeles philanthropic community.
- Knowledge of development principles, fund raising techniques and ethics, including moves management donor strategies.
- Ability to travel throughout the state, including nights and weekends. Must possess a valid California driver's license.
- Bachelor's degree required.
- Environmental or conservation background a plus.
- Enthusiasm for the outdoors and historic preservation, coupled with an appreciation for the contribution the parks make to the quality of life for residents of California.

### **To Apply:**

Please send a cover letter and resume in a single PDF file to [Recruiting@calparks.org](mailto:Recruiting@calparks.org). Position open until filled. First review of applications will take place on July 22.

California State Parks Foundation is an equal opportunity employer.