

JOB TITLE: Major Donor Officer
REPORTS TO: Director of Development
DEPT: Development

STATUS: REG/SALARIED/EXEMPT
SCHEDULE: 40-45 hours/week
REVISED: 02/27/2024

Winston-Salem Rescue Mission (WSRM) is helping our hurting neighbors find hope and healing through the transforming gospel of Jesus Christ. WSRM considers every position one of ministry and a vital and valued part of our staff. WSRM considers every position one of ministry and a vital and valued part of our staff. Therefore, it is essential that all employees of WSRM have a personal relationship with Jesus Christ and subscribe to our Mission, Core Values, and Statement of Faith.

SUMMARY OF POSITION:

Working closely with the Director of Development, the Major Donor Officer is responsible for all aspects of Major Donor Stewardship. Major donors primarily include individuals, but also corporations and foundations, which have the resources and current or potential interest to make gifts of \$5,000 or more. The primary focus is building long-term ministry partnerships that will reflect annual, capital, and planned gifts, with an emphasis on achieving overall marketing and development objectives.

Major Donor acquisition and cultivation will focus on these key groups:

- Major Donor relationships
- Major Gifts
- Major Church relationships
- Legacy Giving
- Major Fundraising Events
- Major Business relationships

DUTIES AND RESPONSIBILITIES:

Primary Activities

Lead and coordinate the following initiatives from start to finish by managing the ongoing activities related to each initiative including, but not limited to, Major Donor relationships:

- Manage a portfolio of major gift donors and high wealth prospects who have the capacity to make substantial multi-year commitments. This involves prospect research and developing effective solicitation strategies as well as stewarding donors throughout the major giving process.
- Develop engagement strategies to deepen donor commitment, increase giving, and fully – leverage funding opportunities.
- Develop corporate sponsorship relationships.
- Pursue Estate campaigns gifts.
- Obtain sponsorships from major donors for major events as assigned.
- Ensure information relating to donors and prospective donors is maintained accurately in Salesforce and understand how to track and assess major gift fundraising metrics.
- Organise, manage and attend face-to-face and/or on-line donor meetings and events (sometimes out of work hours) to engage with prospective and existing major donors and other high value donors.
- Help train designated staff and Board members assigned portfolios with Major Donor Training.
- Support the Board of Directors, Executive Director, and other leadership in Future projects such as Sponsorships and Major Construction Project Funding campaigns.
- Other duties as assigned.

Secondary Activities

Work with the Development department team and assist as assigned on the following initiatives related to Major donors. These activities will be in relation to major donor development and objectives specific to major donors:

- Major Donor Marketing (via direct mail, social media, email, texting, etc.) to new, existing, and lapsed major donors.
- Major donor tours of the facility
- Working with outside vendors as directed

EDUCATION/EXPERIENCE:

- Minimum 4-year college degree required. Degree in related field (Marketing, Philanthropy, etc.) preferred.
- 3-5 years previous major donor development/marketing/sales experience required with increasing levels of responsibility required. Equivalent sales/marketing experience may be considered in lieu of donor development experience.
- Salesforce database experience preferred.

SKILLS & QUALIFICATIONS:

- Christian with a ministry mindset, utilizing the skills, training and experience God has provided.
- Strong interpersonal skills and the ability to work effectively with a wide range of constituents in a diverse community.
- Exceptional ability to communicate professionally and effectively, both verbally and in writing.
- Ability to develop strong individual and corporate relationships.
- Ability to ask for financial contributions, in-kind support and services on behalf of the ministry, including identifying and securing gifts of non-traditional assets and/or gifts from alternative funding/revenue sources.
- Working knowledge of how foundations, estates, stocks and trusts work in the major donor field.
- Strong organizational and interpersonal skills; team player.
- Must be a self-starter, able to plan and organize work independently.
- Ability to analyze and interpret information accurately, with strong attention to detail.
- Ability to travel as necessary.
- Proficient in Microsoft Excel and Word, database entry, and email.
- Ability to multi-task effectively, prioritize work, problem solve, and actively seek input.

WORKING CONDITIONS/PHYSICAL FACTORS:

The work is typically performed in an office environment while sitting, standing, or stooping. The employee occasionally lifts light and heavy objects, weighing up to 25 pounds, and uses equipment requiring a high degree of dexterity. Work environment may vary based on events and will include working outdoors (occasionally) and potentially in inclement weather.

EQUIPMENT/TOOLS USED:

- Computer and related software
- Copier/Scanner/Printer
- Microsoft Office
- Database software

Employee Signature

Date