



## **Major & Planned Giving Officer**

Las Vegas, NV

The Major and Planned Giving Officer is responsible for raising annual support from Nevada Public Radio's major gift supporters. This position also has a portfolio of donors to qualify, cultivate, solicit and steward and works closely with other portfolio managers as well as the executive team to develop and execute strategies for stewarding, cultivating, and soliciting new donors. This role requires attention to detail and the ability to focus on multiple priorities, all while meeting financial growth goals through meaningful stakeholder collaboration in benefit of key constituent relationships.

In addition to raising operational support for Nevada Public Radio, this position will also play a leadership role during future Capital Campaigns. This includes but is not limited to identifying prospects and developing the campaign gift ladder, cultivating and stewarding a portfolio of donors, planning campaign events, and contributing to the overall strategy.

### **Major Giving Program Management (35%)**

- Plan, implement and oversee the annual fundraising and communication plan for the Major Gift program in partnership with the Director of Development. Includes plan-creation, copywriting, coordinating calendars, identifying giving and messaging vehicles, and tracking solicitation and campaign performance for reporting and future planning.
- Major Gift program oversight includes developing the activities related to the entire donor cycle; marketing the Major Gift program, cultivating existing donors for upgrades, implementing solicitation plans and stewarding donors for greater involvement and commitment.
- Plan, coordinate, and oversee the Major Gift acknowledgement process through multiple communication channels.
- Plan, coordinate, and oversee special events, in partnership with Events Team, as part of the major gift program which includes everything from live studio sessions to events in donor homes, to major gift receptions at larger station events.
- Oversee stock gift procedures for tracking and acknowledgment.
- Partner with the larger development team on joint projects and events.
- Coordinate vendor relationships and annual vendor contracts for major and planned giving programs.

### **Donor Portfolio Management (50%)**

- Manage a portfolio of primary prospects with individual donor cultivation plans.
- Initiate contacts with potential major gift donors. Develop appropriate cultivation strategies, move potential donors in an appropriate and timely fashion toward solicitation, make solicitations when appropriate and conduct ongoing stewardship.
- Manage a portfolio of secondary prospects by way of communications and event invitations, along with touch points that will give the secondary portfolio more specialized cultivation than the general file.
- Maintain stewardship contacts with donors; adhere to the highest ethical and professional standards; demonstrate empathetic disposition, and perseverance; reflect optimistic and positive attitude, and convey sensitivity to needs of the donors.
- Work collaboratively with the Director of Development on portfolio management and oversight.
- Plan, work with the Events Team to coordinate, and attend major donor events.

### **Capital Campaign (15%)**

- Work with the President/CEO and other campaign leaders to develop effective timelines and agendas to utilize in coordinated committee meetings.

- Ensure that every campaign gift and pledge is managed seamlessly so that the donor is effectively thanked.
- Make sure that each gift is credited appropriately in the accounting system, noting any on-going pledge payments and reminders.
- Maintain an updated list of Major Gift recognition opportunities.
- Develop and maintain an accurate report of campaign progress to date.

### **Knowledge, Skills and Abilities**

- Fundraising skills and knowledge of donor cycle, fundraising best practices and the donor code of ethics in fundraising and goal setting.
- Strong writing skills and experience writing for direct mail, email, live presentations, and other case documents.
- Knowledge of and experience in moving donors along the giving cycle from identification to stewardship.
- Ability to work with a variety of people.
- Ability to understand the needs and interests of major gift donors.
- Interest in media, journalism and music and a dedication to promoting the organization's fundraising priorities through developing effective relationships.
- Demonstrated leadership.
- Successful experience in making cold calls as well as developing cultivation and solicitation strategies.
- Excellent interpersonal relationship skills.
- Ability to work in a fast-paced environment and maintain poise under pressure.
- Experience working with a donor database and other digital resources to track donor behavior and moves management.

### **Required Qualifications:**

- Must have at least 3 years' experience fundraising in nonprofits, at least 2 of which should include Major Donor Cultivation and/or Corporate Donor Solicitation.
- Bachelor's degree in a compatible field required; business/marketing degree or master's degree preferred.
- Demonstrated leadership experience.
- Must be available to work evenings and weekends as needed.
- Must have reliable transportation.
- Competency in Microsoft Office programs with strong word processing and spreadsheet skills.
- Competency in Google Suite programs with strong word processing and spreadsheet skills.
- Competency in donor database applications, Neon CRM preferred.

### **Compensation**

\$65,000 - \$80,000 annually, commensurate on experience

Nevada Public Radio offers a very competitive benefits package which includes Medical, Dental, a generous 403B, as well as very generous holiday, vacation and sick time.

PLEASE NOTE: All Nevada Public Radio employees and interns must receive both doses of the Moderna or Pfizer COVID-19 vaccine, or the single-dose Johnson & Johnson COVID-19 vaccine, unless granted an exemption for medical or religious reasons.

For more information, please contact:

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