

CAMPUS MAJOR GIFTS OFFICER

Function of Job:

Under general direction of assigned supervisor, develop, organize, and implement plans for donor identification, cultivation, and solicitation for institutional fund raising initiatives and priorities, such as campaigns, annual giving efforts, and specialized fund drives.

Characteristic Duties and Responsibilities:

1. Identify major gift prospects and travel to visit alumni, friends of the college/university, and other prospects to make presentations, cultivate donors, and solicit major gifts.
2. Keep informed of college/university's strategic plan, specific strengths and fund-raising goals.
3. Prepare major gifts prospect strategies for fundraising campaigns, including developing specific plans for individual donors.
4. Maintain stewardship contacts with donors; manage relationships with major gift donors by providing personal communications, such as notes, phone calls, and emails, and acknowledgements.
5. Coordinate special donations like class gifts, departmental fund raising projects, individual gifts, and memorial donations.
6. Plan, market, and attend donor events to identify, cultivate, and solicit significant donations, and monitor all prospect contacts to ensure positive interactions.
7. Maintain records of donors and gifts, provide acknowledgement, and generate reports.
8. Develop and maintain in-depth knowledge of tax laws deferred (estates/bequest) giving, and legal aspects of optimal giving strategies for donors and the college/university.
9. Serve as a resource to for development/advancement staff regarding prospect strategies, volunteer connections, and event locations.
10. Secure support for campus-wide priorities like new facilities, academic programs, scholarships, campus improvements, etc.
11. Hire, train, supervise, and evaluate staff and/or volunteers as assigned.
12. Advise college/university officials regarding outreach programming.
13. Participate in institutional professional development and training.
14. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's Degree in Communications, Business, or related area and five years of fund-raising experience, including experience with charitable giving and tax laws.
2. Willingness to travel.
3. Effective written and oral communication and interpersonal skills.
4. Supervisory skills.
5. Computer skills as required by department.

Additional Desirable Qualifications:

1. Demonstrated ability to successfully establish long-term relationships with high-end customers/donors.

1/31/2012
System Approval

8/1/2011
Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

