

STRATHROY MIDDLESEX GENERAL HOSPITAL FOUNDATION

Position Description

Major Gifts Officer

April 2008

Date: April 2008

Position Title: Major Gifts Officer

Location: Strathroy Middlesex General Hospital and Four Counties Health Services sites

Reports to: Chief Executive Officer, Strathroy Middlesex General Hospital Foundation

GENERAL STATEMENT OF DUTIES:

The Major Gifts Officer is responsible for the implementation and delivery of a Major Gifts Program that will meet the revenue generation requirements of Strathroy Middlesex General Hospital Foundation.

Taking a leadership role, the Major Gifts Officer will report directly to the Foundation CEO, and will recruit and support a team of volunteers in the task of cultivating and soliciting major gifts prospects.

Strathroy Middlesex General Hospital Foundation operates an integrated development program in which donors are identified and moved through the levels of the donor pyramid in order to maximize their support for the Foundation. A donor centered approach to our supporters ensures that each donor is aware of the appreciation and impact their gifts have made on the programs and services of Strathroy Middlesex General Hospital.

SMGH Foundation is committed to the Donor Bill of Rights and to being a donor-centered organization. SMGH Foundation is committed to protecting the privacy of our donors and prospective supporters. All members of the Foundation Staff Team support development activities by ensuring the maintenance of accurate records of information on our Raisers' Edge database.

QUALIFICATIONS:

Education / Professional Credentials

- A relevant post-secondary degree or diploma in a related discipline (such as marketing, business, etc.)
- In lieu of a post-secondary degree, an appropriate blend of relevant education, background and experience would be considered.
- A CFRE (Canadian Fund Raising Executive) professional designation is an asset

Background and Experience

- 3 to 5 years of successful, senior level experience with a proven track record of success in cultivation, solicitation and closing of individual/corporate major gifts (\$25,000 plus)
- Alternatively, related experience in the fields of sales, marketing, business development or customer relations may be applicable
- Knowledge of the giving cycle, how to research and qualify prospects, cultivate relationships and partnerships
- A track record of developing effective relationships with significant prospective donors and partners – with demonstrated success in securing major gifts as a result.
- Experience in working with high level boards, volunteers, community and business leaders as well as interdisciplinary teams.
- Additional broad fundraising experience in annual giving, planned giving and major gift solicitation

SPECIFIC RESPONSIBILITIES

Major Giving

- Builds a successful volunteer team that will support the implementation of a major gift program and culture
- Ensures appropriate volunteer engagement in prospect identification and solicitation to maximize opportunities to secure major gift commitments
- Manages a portfolio of major gift prospects through the donor cycle using the principles of relationship management, and personally conducts a pre-determined number of one-to-one visits with prospects on a yearly basis to secure donors and funds
- Develops and implements cultivation, solicitation and stewardship strategies for major gift prospects in adherence with the “best call strategy”. This will involve personally soliciting prospects for major gifts and planned gifts if appropriate, as well as providing the strategy and support for others to solicit prospects to maximize the opportunities for fundraising success.
- Manages the Foundation CEO, MHA CEO, Board Chairs and other volunteers in moving top prospects through the Donor Cycle. this will involve the preparation of strategies and briefing notes for calls and completion of call follow-up

- Works closely with other areas of the Foundation to develop donor relation plans and to maximize major gift opportunities
- Undertake and oversee the collection of data and preparation of reports related to the Major Gifts program.

Planned Giving

- Introduces appropriate donors to planned giving instruments, including bequests, endowment gifts, life insurance policies, and charitable gift annuities

Donor Stewardship

- Ensures that each donor is appropriately recognized in accordance with the Foundation's Donor Recognition Policy

WORKING RELATIONSHIPS

The Major Gifts Officer is an active participant of the SMGH Foundation development team, where each member is treated as a colleague.

The Major Gifts Officer is self-supported, but will seek support or information from all other staff from time to time.

Internal Relationships:

In order to ensure success, a working relationship with the staff and physicians of the hospitals must be nurtured on all occasions.

External Relationships:

The Major Gifts Officer will seek relationships within the community that will foster the growth of the Foundation's Major Gifts program.

ORGANIZATIONAL STATUS

- Reports directly to the Chief Executive Officer
- Secondary reporting role to the Major and Planned Gifts Committee

ABILITIES

- Ability to organize and manage a diverse range of assignments and projects with high efficiency, yet thorough attention to detail and follow through
- Ability to think strategically and develop opportunities to maximize revenues for the Strathroy Middlesex General Hospital Foundation through active solicitation and securing major gifts.
- Ability to identify, influence and motivate others to participate in supporting Strathroy Middlesex General Hospital Foundation

- Capable of building the reputation and profile of SMGH Foundation internally and externally
- Ability to build enduring and profitable relationships with donors, community leaders and colleagues

KNOWLEDGE

- High degree of familiarity with London, Ontario and South Western Ontario – particularly the donor community
- A developed understanding of fundraising methods related to identifying, cultivating and securing major gifts, including single, double and multiple gift asks
- Knowledge of common business software (Microsoft Office) as well as relevant donor management software (Raiser’s Edge)

EXPERTISE

- Relationship- and partnership-building skills. Able to negotiate and secure support and/or resources from a variety of internal and/or external partners
- Highly developed verbal, written and presentation skills.
- Comfortable operating within an organization with high demands and limited resources. Provides value while ensuring efficiency and effectiveness

VERIFICATION

This section verifies that the position holder and the Foundation Board of Directors have read the above position description and are satisfied that it accurately describes the position.

POSITION HOLDER

Signature..... Date

CEO, SMGH FOUNDATION

Signature..... Date