

## **SENIOR DIRECTOR OF PLANNED GIVING**

### **Based in the Maryland suburbs of Washington, DC**

Our client is a well known and respected international advocacy organization focused upon the humane treatment of animals and the prevention of cruelty. They have engaged us to find a Senior Director - Planned Giving to lead their planned giving and estate fundraising in the United States.

### **POSITION OVERVIEW**

This position has the overall responsibility for the organization's planned giving programs. As a member of the senior fundraising team, the Senior Director of Planned Giving is responsible for the creation and management of the organization's Planned Giving programs. The Director develops, implements and manages ongoing marketing programs to promote planned and estate giving on behalf of the organization. S/he Identifies and develops cultivation/solicitation strategies, and actively engages in the identification, cultivation and solicitation of selected prospects through personal contacts/visits. Manages portfolios of prospects capable of making significant planned gifts or bequest provisions.

The Senior Director, working with Senior Management, establishes the strategic plans, sets goals, monitors work and evaluates results to ensure that departmental and operating requirements are met and are in line with the needs and mission of the organization.

This position reports directly to the Senior Vice President of Development. Additionally, the position works closely with the overall Development Department and Senior management.

### **KEY RESPONSIBILITIES**

- The Director plans and directs the work of the Planned Giving Department and is responsible for establishing overall objectives and priorities for the department on a long-term and annual basis.
- The Senior Director makes recommendations concerning all aspects of the Planned Giving program on a national scale, indicating

alternatives and solutions to the Senior VP and Development staff.

- Leads and manages the affairs of the Department including budgeting, program direction, supervision, development and evaluation of assigned staff.
- Actively seeks out marketing opportunities for new partnership initiatives to facilitate direct contact with major donors.
- Maintains and enhances the profile and marketing of all Department communications, plans and message distribution.
- Develops strategies and approaches to generate ever-higher levels of planned giving commitments.
- The Senior Director works directly with major donors to achieve contributed income goals and objectives. Forges relationships with donors to achieve their giving through planned gifts.
- Works closely with financial planners, estate attorneys, accountants, etc. in the formulation of Planned Gifts.
- Plays a key role in the creation of a Planned Giving Website for the organization . Ensures that all major and planned giving donors receive appropriate, consistent recognition and an accounting of the impact that their gift has on the organization's mission.
- Develops innovative recognition opportunities and materials.
- Oversees the writing and development of promotional materials such as brochures and reports to promote the organization,
- Prepares and delivers speeches, workshops and presentations to individuals, chapters, units, and boards extensively throughout the year.

## **QUALIFICATIONS**

- University degree in a related field

- Specialized knowledge related to planned giving and major gifts fund-raising, with a working knowledge of charitable tax law, finance and estate planning tools and techniques. Able to effectively work with donors and professional advisors.
- Individual must possess a minimum of ten years combined leadership, major gift, and planned giving and estates fund-raising leadership experience including five years in a senior management capacity with a not-for-profit organization involving a significant number of people and organizations with diverse and varied interests and backgrounds.
- Proven fund-raising, leadership and consensus building skills.
- Able to lead and motivate groups and individuals. Able to think creatively and strategically.
- Able to balance competing priorities, complex situations and tight deadlines.
- Excellent written, verbal and interpersonal communications skills. Ability to listen effectively is essential. Able to ask leading questions which encourage prospects and donors to talk about themselves and their activities.

This organization recognizes the value of their employees and provides them with support, recognition, a generous compensation // benefits package and a meaningful and fulfilling mission.

If you are interested in this career opportunity, please email your resume and cover letter to:

Tom Damewood

Owner / Manager

Management Recruiters - Mid Hudson Valley

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