



# Donor Relations Manager - Major Gifts

Marin Humane is an equal opportunity, non-profit employer. Our mission is to transform lives through exceptional animal care, humane education, and advocacy. Every day, we inspire compassion and positive relationships between animals and people. Our Core Values are Dedication to Animals, Collaborative Spirit, Courage with Compassion, Pursuit of Learning, and Celebrating Differences.

**SUMMARY:** The Donor Relations-Major Gifts Manager is responsible for engaging new and current Marin Humane donors giving at the level of \$500 and above and growing all facets of the major donor program in support of Marin Humane’s strategic and operational goals. The Donor Relations-Major Gifts Manager reports to the Director of Development and has a major role in the planning, implementation and expansion of philanthropic support at Marin Humane. They will work closely with all team members including the Development department team, CEO, senior managers, and Board of Directors to identify, cultivate, solicit, and steward major donors. This position manages a portfolio of prospects and donors and participates in all aspects of the gift cycle.

They are responsible for accomplishing department goals, working collaboratively with internal and external stakeholders and supporting the mission, goals and philosophy of Marin Humane.

**ACCOUNTABILITY:** Director of Development

**HOURS:** 40 hours per week

**SALARY/CLASSIFICATION:** Competitive salary commensurate with experience - exempt

**Application filing deadline:**

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

### **PHILANTHROPIC STRATEGY**

- Work with the Development Director to develop annual plan for major gifts, including strategies to increase giving from existing major donors and to increase numbers of major donors (current and lapsed)
- Using Target Analytics and other tools, research and create a pipeline of prospective major gift donors
- Establish benchmarks, services and strategies for growth in philanthropic giving at Marin Humane
- Work closely with the Development and MarCom departments to periodically review, revise or create effective communication tools for donors and prospective donors to give at higher giving levels
- Strategize and implement donor recognition program to provide meaningful donor recognition
- Ensure successful achievement of annual benchmarks and budget-related goals regarding major donors
- Working with Development Manager, ensure integrity of the Raiser’s Edge database

### **MAJOR GIFT PROGRAM MANAGEMENT**

- Oversee implementation of targeted strategies to solicit gifts from new individuals and increase giving among donors (current and lapsed)
- Assist the Director of Development in fundraising for specific programs, projects and events including a planned comprehensive capital campaign
- Invigorate donors giving at all levels with special emphasis on securing annual gifts of \$1,000 or more
- Collaborate with staff members to develop strategies to successfully engage volunteers and other constituencies to become major donors at Marin Humane
- Assist in the creation and mailing of periodic newsletters and other targeted communications
- Record detailed contact reports and track donors through the cultivation cycle in Raiser’s Edge

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- Working with development manager and others, coordinate personalized appeals to major donors and prospects to coincide with mass mailings
- Develop and coordinate major gift management processes including portfolio monitoring for senior management and board, and serves as a primary liaison with these stakeholders to ensure activities are recorded and reported accurately.

#### **STEWARDSHIP OF DONORS**

- Manage personal portfolio of mid- to high-level donors and prospects
- Participate in all aspects of the gift cycle with donors in portfolio assignments
- Engage donors/prospects through in-person meetings, telephone, events, and written communications
- Develop, implement and support efforts to involve the Marin Humane Board of Directors, senior staff and other stakeholders in stewarding and soliciting current and prospective donors
- Serve as liaison between donors and all departments to ensure individuals develop a meaningful relationship with Marin Humane
- Work with staff and volunteers to ensure appropriate stewardship of gifts via acknowledgement letters, phone calls, and other avenues to engage donors
- Conduct campus tours and presentations for prospective and current major donors

#### **SPECIAL EVENT-RELATED INITIATIVES TO ENGAGE DONORS**

- Coordinate Major Gifts cultivation and recognition events such as small targeted tours, presentations, or other activities throughout the year
- Work closely with the Philanthropic Events Manager to coordinate and integrate donor engagement strategies into current Marin Humane events including but not limited to: table sales, VIP experiences, and other opportunities
- Work with other staff members and volunteers to assist with event management
- Assist with event solicitations including sponsorships, fund-a-need, and others

#### **ADMINISTRATION AND CUSTOMER SERVICE**

- Actively work with all members of development team to achieve departmental priorities and goals.
- Work with the Director of Development to assist in preparation of the department's budget and monitor financial activity against budget
- Analyze and produce monthly and annual reports
- Promote and emulate exemplary customer service by providing courteous, prompt and responsive service in person, by phone, mail and email
- Understand, support and articulate organization's policies and philosophies to the public in a positive and effective manner
- Solve problems as needed to assure positive donor relations
- Foster and promote teamwork, creativity and a work culture aligned with Marin Humane mission and values
- Utilize volunteers to implement programs as needed
- Actively serve on Marin Humane committees and in special projects beyond the fundraising environment

#### **SAFETY & SECURITY**

- Must be committed to a high standard of safety and be willing and able to comply with all safety laws and all of the employer's safety policies and rules
- Must be willing to report safety violations as well as potential safety violations to appropriate supervisory or management personnel
- Adhere to the files and records retention policies and procedures
- Maintain appropriate files and records as assigned

#### **DESIRABLE QUALIFICATIONS:**

An ideal Candidate will possess the following knowledge, skills and abilities:

- Must be able to represent Marin Humane independently to potential donors and make compelling asks
- Self-starter with an ability to take initiative and manage multiple priorities

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- Excellent interpersonal skills and confidence engaging donors and prospects in discussions regarding philanthropy
- Demonstrated track record of successful fundraising and building long term donor relationships
- Experience with major gift solicitation, annual giving, fundraising events, planned giving, and other development functions
- Excellent writing and presentation skills
- Strong demonstrated experience with PCs and Microsoft Office suite.
- Working knowledge of Blackbaud's Raiser's Edge or similar donor/CRM database system
- Familiarity with Target Analytics or other wealth screening service
- Excellent organization and planning abilities including creating, implementing and maintaining effective systems
- Ability to prioritize work and multi-task in a fast-paced, high-pressure environment and meet stringent deadlines
- Demonstrated ability to maintain highest levels of confidentiality
- Meticulous attention to detail and ability to produce error-free projects Including publications, letters, and analytical reports
- Strong knowledge of nonprofit fundraising strategies, best practices and a strong desire for continuous learning
- Ability to exercise discretion and independent judgement to solve problems with diverse constituencies

**EDUCATION AND EXPERIENCE:** A typical way of gaining the necessary knowledge, skill and ability outlined above is a four year college degree or five years of experience working in a development department or a combination of relevant experience and education.

Pre-employment physical will be performed at Marin Humane's expense.

Possession of a valid California Drivers' License and ability to operate a motor vehicle will be necessary.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The employee should have no known allergies to animals that would prevent him/her from performing the duties as required
- This position involves a regular amount of repetitive motion of hands and wrist
- Ability to lift, push, pull and/or move up to 30 pounds
- Must have close and distance vision (requirement may be met with corrective lenses)- Ability to distinguish colors-
- While performing the duties of this job, the employee is regularly required to sit, and talk or hear
- The employee is occasionally required to stand, climb or balance; walk; reach with hands and arms and stoop, kneel, crouch, or crawl

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Regular exposure to a variety of animal species
- Ability to work evenings, weekends and/or holidays as business operations demand
- The noise level in the work environment can be loud
- While performing the duties of this job, the employee is occasionally exposed to fumes or airborne particles (pet dander) and toxic or caustic chemicals
- The employee occasionally works in a variety of environments including outdoor events, public and private indoor spaces and may be exposed to elements consistent with these environments

**BENEFITS:**

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**FULL-TIME EMPLOYEES (AT LEAST 30 HOURS/WEEK):**

- Medical/Vision Plan
  - Kaiser HMO
- Dental Plan
  - Includes Orthodontia for dependent children
- Domestic Partner Coverage Available (Medical and Dental plans)
- Life Insurance
- Long Term Disability Insurance
- Section 125 Cafeteria Plan

**ALL REGULAR EMPLOYEES (AT LEAST 20 HOURS/WEEK):**

- Fitness Reimbursement Program
- Employee Assistance Program
- 403(b) Retirement Plan
- Paid Holiday/Personal Days
- Paid Vacation
- Sabbatical Leave

**ALL EMPLOYEES (INCLUDING PART-TIME AND TEMPORARY):**

- Paid Sick Leave

**To apply, please use the following link and create an applicant account to complete application:**

<https://secure.saashr.com/ta/i.MHS.careers>

Marin Humane reserves the right, at any time with or without notice, to alter or change job responsibilities, reassign or transfer employees, or assign additional job responsibilities. This job description does not constitute a written or implied contract of employment. Marin Humane is an equal opportunity employer.

**ACKNOWLEDGEMENT & RECEIPT**

I acknowledge that I have received, read, and sought clarification of any questions I have about the content of this job description.

PRINT NAME

SIGNATURE

DATE

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