

Job announcement



Job Title: Major Gifts and Development Director (USA)

Location: Remote, home based in USA

Reports to: Global Director of Fundraising (based at HQ in the U.K.)

Manages: Major Gifts team (one member)

Job Type: Permanent - Full-time

Salary: Up to \$100K depending on experience

Background

[Compassion in World Farming International](#) was founded in 1967 in England by Peter Roberts, a British farmer who became horrified by the development of intensive factory farming. Over 50 years ago, Peter decided to make a difference and take a stand against this farming system. In his lifetime, Peter saw the demise of veal crates and gestation crates in the UK, and in Europe achieved recognition that animals are sentient beings. Compassion in World Farming, Inc was incorporated in 2014 and received 501(c)(3) status in 2015. The USA is an important international office for Compassion, as part of our increasing global reach.

Objective of the role

This is an exciting time to join the Global Major Gifts team at Compassion in World Farming and contribute to delivering our mission to end factory farming. With growing awareness of the impact of factory farming not only on animal welfare, but on human health and the environment, now is a unique moment to be raising money for Compassion's work and bringing new supporters on board. Annual income from major philanthropic partners has continued to grow over past years, and our global team has ambitious growth targets over the coming years.

This role will contribute by leading the growth of our US philanthropy program, including Major Gifts, Planned Giving and mid-level giving by building on the strong existing donor relationships and developing and implementing fundraising strategies that will support the global and US philanthropic growth goals. The current financial year target for US major gifts income (incl. mid-level gifts from \$1K) is \$1.7M, growing to c\$2M from April 2022. We are also in the development phase for our next CIWF global strategy 2023-25 which will require significant growth across all income streams and regions.

The role will also entail line management of the US-based major gifts team (currently one team member). You will personally lead the identification, qualification, cultivation, solicitation and stewardship of higher-level donors and prospects and the portfolio will consist of high value individual donors, trusts and foundations, institutional and corporate sources based in the USA. The role is part of the Global Fundraising

Senior Management Team. You will report into the Global Director of Fundraising and work closely with the Global Major Gifts team - a dynamic and supportive team of seven major gift and trust fundraisers based in the UK and US.

Position in the organisation

- Develops strong and effective working relationships with the Global Fundraising Senior Management Team, International Major Gifts team, US Individual Giving team, US Director and team and Global Directors (Programmes, Finance and Operations).
- Direct report is currently the Philanthropy and Partnerships Manager (USA), with some support for the mid-level program from the Donor Relations Coordinator.

Scope of the Job

General

- Lead US Major Gifts, Planned Giving and mid-level giving, working closely with the Global Director of Fundraising and International Head of Major Gifts, and be responsible for delivery of US philanthropy targets which is part of the global major gift target (for 2022/23 this is GBP £3.1M).
- Building on the solid but small base of major donors and strategic partners, to personally grow our connections with philanthropists, institutions and companies who might support and promote our global work, both in the US and internationally, to meet and exceed our targets.
- To motivate your team and colleagues to help build engaging narratives and projects that increase support from existing and new donors for our global work.
- To play a key role in the Global Fundraising Senior Management Team, contributing to both strategy and operational plans, presenting progress to the wider team and organisation, and representing the Fundraising department as required both internally and externally.
- Work with our existing global systems, policies, and processes to deliver the objectives of this role in a compliant, collaborative, and efficient way.

Fundraising

- Lead US Major Gifts, Planned Giving and mid-level giving, working closely with the Global Director of Fundraising and International Head of Major Gifts, and be responsible for delivery of US philanthropy targets.
- Building on the solid base of major donors and strategic partners, grow our connections with philanthropists, institutions and companies who might support and promote our global work, both in the US and internationally.
- To motivate your team and colleagues around you to help build engaging narratives and projects that increase support from existing and new donors for our global work.
- Personally champion, steward, solicit and secure substantial philanthropic gifts at a high level (6 & 7-figure+).

- Systemically plan and drive income from these programs (Major Gifts, Planned Giving and mid-level giving) through effectively and efficiently building and implementing the prospect pipeline, cultivation, and stewardship strategies.
- Initiate, develop, and coordinate delivery of proposals that support global program fundraising priorities based on Compassion's strategic plan and priority major initiatives.
- Actively suggest courses of actions such as communications, meetings, events, and next steps to deliver to objectives.
- Set and achieve agreed goals and metrics related to donor visits, solicitations, gifts, and pledges closed and other critical KPIs.
- Develop and implement donor cultivation and solicitation plans by focusing on establishing a portfolio of 75-100 highly rated individuals and organizations with the capacity to make six to seven figure gifts.
- Build long-term relationships with prospects, travelling to meet with them face-to-face and establishing an understanding of their needs and motivations in order to engage them in delivering restricted and unrestricted donations.
- Develop compelling cases for support appropriate to new and broad audiences of donors.
- Travel at short notice and work flexible hours, including evenings and weekends, as needed.

Leadership

- To lead and support the Philanthropy and Partnerships Manager, and any future team members, to be part of the success of achieving our ambitious plans.
- To collaborate with the Programmes teams, Individual Giving team and Global Major Gifts team and Finance and HR to deliver your role in an efficient and effective way.
- To play a key role in the Global Fundraising Senior Management Team, contributing to both strategy and operational plans, presenting progress to the wider team and organisation, and representing the Fundraising department as required both internally and externally.

Systems, procedures, and reporting

- Work with our existing global systems, policies, and processes to deliver the objectives of this role in a compliant, collaborative, and efficient way.
- Prepare accurate and timely budgets and reports to the Global Director of Fundraising, including KPIs.
- Adhere to and champion data protection (European GDPR rules) and our Compassion Ethical Fundraising policies.
- Apply best practice, including legal compliance, data management, volunteer support, risk management, financial and HR policies and procedures and compliance with external requirements.
- Update and maintain Salesforce database in a timely manner to record substantive donor interactions and strategy plans.
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals.

Person Specification

Proven Ability, Qualifications & Training Essential

- Minimum 3-5-years professional work experience in a Major Giving leadership role in not-for-profit organization.
- Educated to degree level or equivalent experience.
- Proven success of relationship building, personal stewardship and successfully raising high-level philanthropic gifts.
- Experience of working strategically and collaboratively to plan for the medium and long term, as well as on a day-to-day basis and managing competing priorities.
- Proven experience and success in managing people in an ambitious fundraising environment.
- Proficiency in budget management and reporting with high levels of attention to detail.
- Excellent IT skills including Microsoft Office applications (Excel, Word, PowerPoint) and experience using databases and data reporting to grow fundraising income.

Desirable

- Philanthropy qualification.
- Leadership training.
- High levels of proficiency in the use of Salesforce.
- Proven success in securing 6- & 7-figure gifts for global programme work delivered outside of the USA.

Skills, Knowledge and Attributes

Essential

- Demonstrable skills in working successfully in a complex organisation serving multiple stakeholders across geographies.
- Experience of working with colleagues in other countries and across cultures and time zones.
- Proven track record in successful strategic development and implementation of Major Giving growth strategies.
- Encourages and supports others to ensure their contributions are recognised and used. Delegates effectively, encouraging people to take responsibility.
- Clear strategic vision and ability to communicate it in a way that inspires and motivates people across the organisation to take action towards achieving Compassion's goals.
- Communicates confidently and effectively with manager, colleagues and other contacts. Able to present complex information to small and large groups of people in an appropriate manner.
- A focus on stewardship, ensuring accountability both to our donors as well as internally.

- Exceptional negotiating skills and the ability to write persuasively and effectively for varied audiences.
- Takes an entrepreneurial, creative approach; has gravitas, positive, intellectually astute, confident, and innovative about identifying and securing gifts at the highest levels.

Desirable

- Fundraising experience within an international animal welfare, environmental or conservation context is desirable.
- Experience in building a mid-level fundraising programme.

How to Apply

To apply for the post, please send a letter of application stating the skills and approach you would bring to the role, along with your CV/resume in English to Ruth Gardner at ruth@darylupsall.com. Please put Compassion in World Farming - Major Gifts and Development Director in the subject line and let us know where you saw this exciting role.

The deadline for application is Sunday 20th February 2022