



Date: December 7, 2011

Title: Director of Major Gifts

Reports To: Senior Director of Development

Responsibilities: The Director of Major Gifts is responsible for increasing the chapter's revenue by identifying, cultivating and soliciting major gifts at the \$5,000+ level. This position is also responsible for creating/implementing a direct mail strategy, database management, and donor stewardship/recognition.

Specific Duties:

- Create an annual major gift plan, which includes identification, cultivation, solicitation and stewardship of donors.
- Cultivate relationships with “agents of wealth” such as attorneys, trust officers and community foundations that are in a position to advise potential major donors.
- Manage key fundraising initiatives and events (i.e. Uncork a Wish, Women for Wishes, Board of Ambassadors, etc.)
- Research, cultivate and solicit Foundation gifts.
- In collaboration with the Marketing Department, assist in the development of solicitation materials, including: personalized letters, direct marketing campaigns, on-line social marketing efforts, tailored proposals and sales materials to inform and educate.
- Work in collaboration with the National Make-A-Wish Chapter Support and Development teams.
- Serve as an integral member of the Development team, participating in overall goals, policies and budgets while establishing a culture of working together to achieve the mission of the Foundation.

Personal and Professional Qualifications -- The successful candidate will possess:

- Five-year track record of expertise in Development, specializing in major gift fundraising.
- A substantive track record in donor identification, cultivation, solicitation and stewardship.
- Excellent written and oral communication skills with the ability to engage donors through Make-A-Wish's inspirational mission.
- Initiative-taker, highly organized and detail oriented with the ability to work independently and effectively in a team environment.
- Ability to effectively manage time and work priorities.
- Professional and polished image with a comfort in dealing with high net worth individuals.
- Knowledge of effective database management using Raiser's Edge.
- A bachelor's degree is required

Interested applicants should submit resume to: hr@wishla.org

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