

**FAIRMOUNT PARK**

**CONSERVANCY**

**Director of  
Major Gifts**

### **Organizational Overview:**

Fairmount Park Conservancy brings parks to life. We work with the City of Philadelphia and its communities to steward our parks and nurture our shared environment, cultural resources, and public health. We lead capital projects and historic preservation efforts, foster neighborhood park stewardship, attract and leverage investments, and develop innovative programs throughout the 10,200 acres that include Fairmount Park, six other watershed parks, and more than 130 neighborhood parks and gardens around the city.

### **Position Overview:**

The Director of Major Gifts is responsible for the identification, cultivation, solicitation, and stewardship of individual prospects for donations of \$10,000 and up, providing revenue for Fairmount Park Conservancy, while ensuring that major donors have a positive and rewarding philanthropic experience.

The key to success in this role will be identifying and building relationships with new prospects, as well as strengthening relationships with existing donors to maximize philanthropic support. Working closely with the Chief Development Officer, other development staff, leadership, and the Board of Directors, the Director of Major Gifts will help build a strong base of individual donors to support Fairmount Park Conservancy's ambitious philanthropic goals.

### **Responsibilities:**

- Identify and qualify new individual major gift prospects (defined as those capable of giving at least \$10,000 annually, and \$25,000 annually during campaigns)
- Work autonomously to serve as the primary relationship manager for an active portfolio of 100-150 prospects
- Create individual strategies and goals for each prospect in the portfolio, in line with Fairmount Park Conservancy's priorities, based on the donor's history of giving and the organization's knowledge of the prospect's capacity
- Develop a high-quality donor experience through face-to-face cultivation, solicitation and stewardship meetings, professional proposals, and timely acknowledgments
- Ensure that each major donor and prospect has a clear strategy and timeline for cultivation, solicitation, and stewardship; develop solicitation strategies for donors/prospects in support of the organization's annual fund, planned giving, and growth campaigns, and ensure strategies are compatible and maximize opportunities with other existing campaigns and appeals
- Utilize Raiser's Edge and other internal systems to track and report on progress toward goals including contacts, gifts, and pledges; maintain regular reports that accurately reflect activity and performance
- Screen and prepare detailed profiles of current and prospective donors
- Serve as the point person for volunteer fundraiser committees as needed, ensuring they are properly staffed
- Support the fundraising efforts of the Chief Executive Officer and the Chief Development Officer in securing new and renewed gifts

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- Represent Fairmount Park Conservancy professionally at internal and external functions and events
- Ensure proper donor recognition in all publications and donor lists for those prospects in portfolio
- Other duties as assigned

### **Qualifications:**

- Bachelor's degree or equivalent work experience
- Minimum of 3-5 years (direct or equivalent) experience managing high-level donor relationships with demonstrated success in closing five and six-figure gifts
- Ability to conceive, plan, and execute a major gifts program
- Comfortable asking individuals to commit their money, time, and/or talents to support the mission of an organization
- Strong decision-making ability, and willingness to be hands-on in a role that is demanding and requires a high level of energy and professionalism
- Excellent grasp of Raiser's Edge; high level of proficiency with Microsoft Office, including Word, Excel, and PowerPoint; and a working knowledge of search functions for donor research purposes
- Strong interpersonal and relationship-building skills and a proven ability to create and foster excellent relationships between donors and an organization
- Ability to communicate effectively and respectfully in-person, on the phone, and via email/text with donors, board members, volunteers, and colleagues
- Demonstrated ability to work in a fast-paced environment, meet concurrent deadlines, organize time and priorities, and do so in collaboration with diverse stakeholders
- Passion for Fairmount Park Conservancy's mission with a strong commitment to its core values
- Willingness to travel for donor-related meetings and activities (at least 25% of the time)
- Willingness and ability to work some evening and weekend hours

### **Compensation:**

The starting salary for this position is \$95,000-\$105,000. Additionally, Fairmount Park Conservancy offers a generous benefits package including health, dental, and vision, as well as life, disability, and retirement benefits.

### **Anti-Discrimination Policy:**

The Fairmount Park Conservancy does not discriminate based on ethnicity, race, gender, or sexual orientation and encourages all qualified individuals to apply.

### **COVID-19 Vaccination Requirement:**

All employees at the Fairmount Park Conservancy must be fully vaccinated against COVID-19. Successful applicants will be required to show proof of vaccination. Reasonable accommodations will be considered for those with qualifying medical or religious exemptions.

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**To Apply:**

Thank you for your interest in the Fairmount Park Conservancy. Please prepare a formal letter of interest, resume, and three work-related references as either PDF or Word documents and submit them at <https://app.smartsheet.com/b/form/d250369117dd488baa22a899d5c26268>.

Please, no phone calls or mailed applications. The application deadline is November 15, 2023.