



## Major Gifts Officer

### Overview:

Young Audiences of Maryland/Arts for Learning of Maryland is seeking a highly motivated, outgoing and personable Major Gifts Officer (MGO) who will be responsible for growing and maintaining our portfolio of individual donors. The MGO will cultivate current and new donors by involving them in advancing our mission to serve over 200,000 students, artists, and educators annually with high-quality, educational arts programming.

Reporting to the President and CEO, the MGO is responsible for the identification, cultivation, and solicitation of individuals and family foundations donating greater than \$1,000; and the regular stewardship of these important members of the Young Audiences (YA) community. Of particular importance is the development of the Sunburst Society, YA's circle of multiple-year donors.

Working within a high-performing and collaborative team of five development professionals, the MGO will play an integral role in achieving annual fundraising objectives, and will have the opportunity to work with colleagues in the program and marketing departments to build strong relationships with board members, current and prospective donors, local business leaders, and other key supporters. Due to COVID-19, this position is currently remote/work from home, with optional opportunities for occasional in-person work. Movement back to an in-person office environment is expected once determined necessary by the organization, which will be no earlier than August 2021.

Young Audiences/Arts for Learning, founded in Baltimore in 1950, is the country's foremost arts-in-education non-profit organization. Our experience proves that children who learn in arts-integrated classrooms thrive both academically and socio-emotionally. Young Audiences (YA) has grown steadily over the past decade to provide more than 12,000 programs for children of all ages, along with the adults who care for and teach them. To support these programs, the annual budget has grown to \$7M to support 30 staff positions and more than 150 teaching artists. YA is a mission-driven organization that values community, innovation, and passion. We recently completed a \$2.5 million capacity-building campaign that has been successful in attracting new supporters to our mission. The staff, board, and teaching artists have a shared commitment to advance equity in the field of education by working to generate opportunities for students to imagine, create, and realize their full potential through the arts.

Young Audiences of Maryland is committed to diversity and equity in all aspects of our work. Our intention is to recruit and support an inclusive staff who will enable Young Audiences to continue to evolve and emerge stronger to better serve a diverse audience.

### Summary:

The Major Gifts Officer will be a critical member of the Development Team at Young Audiences and become actively involved in meeting the Team's goals to increase charitable contributions and grow its roster of supporters. They will focus on developing relationships on behalf of Young Audiences with potential and current major donors (defined by YA as people who give \$1,000 or more in a year). Currently, YA has 70 major donors.

## **Responsibilities:**

### **Assisting with donor identification, planning, and plan implementation (30%)**

Working closely with the President and CEO to:

- Support the efforts of Major Gifts leaders (the President and CEO, Major Gift Committee members, and other board members).
  - Effectively implement plans for cultivation, solicitation, and stewardship activities; and the follow-up to those activities.
  - Conduct prospect research and create summary reports as needed.
  - Develop quarterly donor communication plans and report communications weekly.
- Staff the Major Gifts Committee and other meetings/conference calls as needed.
- Coordinate as needed with members of YA Program, Marketing, and Communications teams.
- Input all major donor information into our CRM system.

### **Developing and managing relationships with YA's portfolio of prospective and current major donors (50%)**

- Identify passion areas for assigned donors and develop and manage cultivation plans.
- Ensure on-time payment of all pledges from major donors giving over \$1,000.
- Ensure proper written documentation for all pledges, including verbal commitments.
- Provide any other relevant information or context needed for processing.
- Partner with the President and CEO to produce monthly small group conversations to engage donors in strategic conversations.
- Partner with the Development team and other offices to produce two donor appreciation events annually.
- Ensure that all major donors, including Sunburst Society members, receive personal, customized cultivation to maintain a strong relationship with Young Audiences.

### **Provide administrative and data management support (20%)**

Working closely with the President and CEO and Director of Development on:

- Developing and tracking progress on our top prospects, cultivation plans, and next steps.
- Scheduling, meeting preparation, and meeting follow-up tasks.
- Communication with committee and board members.
- Coordination with the President and CEO's Executive Assistant.
- Update related planning documents and update data in CRM on a timely basis

### **Participating as a member of the Development team (average 20%)**

Working closely with the President and CEO and the Director of Development to:

- Participate in ongoing systems improvements that better integrate the work of the Development team and improve timely communication.
- Provide guidance and support to members of the Development team in their donor engagement and cultivation efforts.
- Participate with the Development team in regular fundraising, professional development coaching, and staff retreats.
- Meet weekly with the Development team to ensure development efforts are coordinated.
- Communicate regularly with the Director of Development and other members of the Development team as needed to ensure we are making expected progress towards goals.

## **Desired Candidate Attributes**

While no one candidate will possess every quality outlined for this position, the successful candidate will fit many of the following professional qualifications and personal attributes:

- An outgoing and personable personality with a willingness to go the extra mile to provide donors, foundations, and other development partners with a positive experience.
- A passion for the arts, arts integration, and the role of teaching artists/community artists in education.
- Have experience working with people from diverse racial, ethnic, and socioeconomic backgrounds.
- A self-starter with a proactive approach to problem-solving who has strong decision-making skills.
- A commitment to racial equity, and an ability to examine biases and systems while demonstrating an understanding of the impact of racism, including a willingness to strategically address the implications of traditional practices in philanthropy.
- Demonstrated ability to work collaboratively and productively in the virtual environment.
- Possess strong writing skills.
- Be able to manage time well; be self-directed and results-oriented.
- Be organized, with the ability to manage multiple priorities simultaneously.
- Connect well with people, and enjoy building relationships.
- Be a good listener who is authentic and curious.
- Not be afraid to say, "I don't know."
- Have experience with Microsoft Word and Excel (necessary).

*Preferred:*

- Have experience with Google Suite and Canva.
- Have experience with CRM systems and data entry.

**Compensation:**

We offer an attractive benefits package which includes medical, dental, and vision healthcare coverage, retirement contributions, paid sick leave, and vacation time.

**To Apply:**

For consideration, please apply on our website, <https://www.yamd.org/>. There is a rolling deadline to apply. Please **do not** send applications that include headshots or photos of yourself. No phone calls or recruiters, please.

Young Audiences/Arts for Learning Maryland is an Equal Opportunity Employer committed to cultivating a diverse workforce and equitable workplace. We encourage applications from individuals of all backgrounds, regardless of race, ethnicity, gender, sexual orientation, gender identity and expression, age, national origin, veteran status, and disability. All qualified applications will be given equal opportunity.