



DOING THE MOST GOOD[®]

THE SALVATION ARMY – WESTERN USA TERRITORY

OPPORTUNITY GUIDE

Major Gifts Officer (aka: Donor Relations Director)

ALASKA DIVISION POSITION OPENING: Anchorage

Mission

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by love for God. Its mission is to preach the Gospel of Jesus Christ and to meet human needs in His name without discrimination.

The Salvation Army (the Army) is an International, Evangelical Christian Church dedicated to providing individuals worldwide with spiritual, physical, social and emotional support. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination. Its message is based on the Bible and its ministry is motivated by the love of God. William Booth, and his wife Catherine, founded The Salvation Army in 1865 to serve London's worst poverty-stricken districts. Today, nearly 30 million Americans receive assistance from The Salvation Army each year through a range of social services: providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless, and opportunities for underprivileged children. Eighty-two cents of every dollar the Army spends is used to support those services in 5,000 communities nationwide, and as a branch of the Christian Church, the ultimate goal of all programs is the spiritual regeneration of all people.

The Alaska Division is part of the Western USA Territory (THQ) one of the Army's four U.S. geographic service areas. The Alaska Division, one of ten divisions in the Western USA Territory, is based in Anchorage, Alaska and serves 18 communities, ranging from as far west as Bethel, as far north as Fairbanks, and as far south and east as Wrangell. This administrative unit directs 19 corps and outposts with an annual operating budget of \$17 million. Funding sources include government contracts, grants (foundations and other), in addition to, donations from businesses, individuals and churches.

Additionally, The Salvation Army Alaska Division operates Clitheroe Center treating people with addictions, Eagle Crest Transitional Housing, McKinnell House Shelter and Emergency Family Services, Older Alaskans Program and Serendipity Adult Day Services for adults with dementia and other cognitive challenges. In 2014, The Salvation Army Alaska programs provided more than 250,000 meals, 15,000 pieces of clothing, 51,000 gifts for children and 65,000 days of shelter and care for those in need. The Salvation Army is a nonprofit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code.

“The Salvation Army is **by far the most effective organization in the U.S.** No one even comes close to it with respect to clarity of mission, ability to innovate, measurable results, dedication, and putting money to maximum use.” -- The late Dr. Peter Drucker, renowned management expert

The Opportunity: Major Gifts Officer (MGO): aka: DRD - Donor Relations Director

JOIN THE ARMY’S GROWING FUNDRAISING TEAM IN THE WESTERN USA TERRITORY and become part of an exciting new major gifts program making a profound impact!

Note: There is one role open in Anchorage, Alaska.

The MGO/DRD plays a key and integral role in the success of the Alaska Division’s fund development efforts, specifically leading major gift strategies and fundraising communications, throughout Alaska. The MGO/DRD role is being repositioned as part of the overall reconfiguration of Major Giving programs in the Western USA Territory. Over the next 5 years, The Salvation Army Western USA Territory anticipates almost doubling the current number of MGO/DRD positions. The Army’s strong commitment to growing its major giving programs is reflected in plans to centralize training, provide prospect research/management support, enhance existing database systems, and provide stewardship support which is in the early phases of implementation. The position reports to a territorial Regional Manager of Major Giving Programs.

The MGO/DRD is responsible for ongoing and proactive relationship management, strategic communications plans, gifts cultivation and solicitation activity with an assigned caseload of qualified major donors and a smaller group (10%) of assigned, qualified prospects. In this role, the MGO/DRD will identify, qualify, be assigned, cultivate, solicit and steward major gift donors (90%) and prospects (10%), acting as the primary contact between the Army and the assigned caseload, with an emphasis on securing gifts of \$5,000 and much higher in their respective portfolio worth \$1 million, increasing major gifts to The Salvation Army while retaining and strengthening existing giving.

Primary Performance Objectives

Planning

- Establishes, manages and fulfills a caseload communications plan, including individual fundraising goals and personalized strategies, to effectively steward, educate, cultivate and solicit gifts from major donors each fiscal year, with an emphasis on gifts of \$5,000 and higher.
- Leads the development of team solicitation strategies and facilitates the team planning process for peer-to-peer cultivation and solicitation approaches, involving leadership volunteers and internal leadership, as deemed appropriate, under the guidance of the Development Director. Develops research and briefing memos in preparation for team discussions. Works with prospect research manager at THQ and local staff who are trained to do research to develop donor profiles to inform “moves management” strategies and planning conversations.
- Meets regularly with supervisor and territorial major gifts management (by phone) to discuss and refine caseload plans, donor strategies, to track progress, to receive coaching, and to keep open lines of communication.
- Works in close conjunction with other fund development officers, pursuing and contributing to harmonious collaboration between direct marketing, social media, foundation, corporation, and planned giving staff for optimal integrated strategies in regard to major donor communications as well as overall department initiatives.
- Supports and contributes to, as requested, overall policies and strategies to continually increase major gifts revenue and program growth.

Leadership and Fundraising Management

- Leads in one-to-one solicitation, gift acknowledgement and stewardship communication, traveling as necessary, establishing and maintaining excellent donor relations, providing written proposals to major gift prospects as needed, and including Army and/or volunteer leadership as appropriate.
- Works in collaboration with program, finance, development and graphic design / communications, and administrative support staff to develop a portfolio of giving opportunities (cases for support) that documents funding needs in terms of real program costs, how dollars impact people, outcomes being (and which could be) achieved, shortfalls and exciting mission advancement opportunities. Presents these opportunities to donors to effectively match donor interests with Army service delivery advancement needs.
- Keeps management apprised of all significant interactions, inputting contact reports to the Portfolio donor database system as required, sharing a continually updated itinerary, fulfilling all monthly and other reporting requirements, and consulting with leadership when needed to understand organizational priorities, to develop strategies that benefit both donor and the Army, and to troubleshoot challenging situations.

- Stays driven toward goals and focused on caseload, but makes effective use of volunteerism opportunities, events and other initiatives to engage with assigned donors, to bring them closer to the Army, and to deepen their awareness of the impact of our work, especially in areas of interest to them. Participates in such opportunities alongside caseload constituents. Works with other staff and leadership (including leadership volunteers) to develop new major donor / prospect cultivation events, such as private receptions, dinners in homes, or seminars, targeted toward those with high philanthropic capacity.
- Plays a key role in working with select local Advisory Boards.

Donor and Volunteer Relations

- Manages a caseload of 125-150 assigned and qualified major donors and will maintain and seek to engage with a small additional prospective donor “watch list” as assigned, following the prescribed communications plan that is specific to each donor and prospect and working, as appropriate, with donor leadership volunteers to secure visits with those in their peer networks who are assigned.
- Works in close collaboration with local officers, program, finance and fundraising staff to present local Army resource development needs that correspond to where donors and prospects reside, while always being responsive to each donor’s interests (even if elsewhere) and attentive to fiduciary responsibilities (donor intent with gifts).
- Makes it a priority to take donors on site visits to tour Army programs and to facilitate face-to-face briefings of donors by Army leaders.
- Manages all office systems related to MGO/DRD duties, including maintaining updated Portfolio donor files, tracking spreadsheets, correspondence and gift acknowledgments, etc., in keeping with department policies and procedures. Documents all donor interactions through Portfolio contact reports and according to established business practices. Carries out any office and computer-related tasks important to fulfilling the goals of the position.
- Ensures excellent customer service is provided to donors through accessibility to staff and leadership (as granted), timely responsiveness, quality in all interactions and personalized communications.
- Works diligently to meet agreed upon monthly and annual activity and income production goals and is purposeful about every visit and communication and the desired outcome for each “touch.”
- Participates in recommended professional trainings as budget allows, conference calls with other major gifts staff, conference kindred sessions and other professional development opportunities.

The Qualified Candidate

The Salvation Army seeks compassionate, dynamic and entrepreneurial fundraising professionals with a minimum of five years’ individual giving/ major gifts experience in a highly productive and progressive development and communications program within the

nonprofit sector. Preference is given to those who have served in a faith-based organization, and specific to this search for the MGO/ DRD in the Alaska Division, possess a strong working knowledge of Alaska's different areas, its peoples and philanthropic community. It is imperative that the person who assumes this important role fully embrace, support and reflect well on The Salvation Army's mission and values through one's professional responsibilities and behavior at all times. The MGO/DRD will be creative, energetic and determined, with a talent to identify and develop opportunities for donors and The Salvation Army to come together.

Specific Requirements Include:

- Passion for The Salvation Army's mission coupled with a strong commitment to know and understand the Army's history, mission and structure, as well as, its services, policies and procedures.
- Bachelor's Degree; Advanced degree and/or CFRE credential preferred.
- Minimum of five years of experience in a nonprofit fundraising role with a proven track record of major gifts success and a strong working knowledge of strategy development and moves management systems in the cultivation, solicitation and stewardship processes.
- Highly effective interpersonal, conversational and presentational skills, demonstrating an emotional intelligence and situational awareness, in tandem with, excellent writing abilities and strong case development and sales pitch skills.
- Demonstrated expertise in developing and maintaining positive relationships with diverse individuals, including executives, high-level volunteers and wealthy donors, as well as, internal stakeholders and leadership.
- Prowess in problem-solving, strategic and creative thinking, plus, taking initiative with consistent and good follow-through.
- Great comfort level with direct donor interaction is a must, including discussions of personal and family finances and asking for major financial commitments.
- Team player, able to check ego at the door, with a capacity to collaborate effectively with officers, staff and volunteers for successful achievement of position and department goals.
- Communications and management style that exhibits the principles and culture of the Army, as well as, fosters team relationships and effectively communicates information.
- Willingness and ability to travel on a regular basis. Valid Driver's License required. Anchorage residence is important.
- Ability to work remotely (on the road, from home and/or at various Army locations). It is anticipated that 60% of the donors are local to the position, but travel related to donor management and/or organizational training is required.
- Experience in working independently in a fast-paced environment without extensive administrative support and exceptional organizational abilities with fluency in managing multiple projects and competing priorities with professionalism and grace.

- Driven to make a difference, goal-oriented with a proven ability to achieve or exceed goals and meet deadlines.
- Proficiency with Microsoft Office Suite and hands-on experience with donor management software and savvy in the maintenance of current contact and activity tracking reports (with adherence to the Army's database protocols); Portfolio user background is preferred.

The Salvation Army offers a competitive salary and a robust benefits package. The MGO/DRD position finalist will be required to submit a full background and reference checks.

The Salvation Army is committed to offering equal employment opportunity to all applicants and to all employees without regard to race, color, gender, religion, age, national or ethnic origin, non-disqualifying physical or mental disability, veteran status, sexual orientation, marital status, political affiliation, genetic predisposition and/or any other lawfully protected classification or occupationally irrelevant criteria. Equal Opportunity Employer M/F/D/V

To Apply

This search is being managed by Kathrene Wales, Search Manager and Associate Consultant of KEES: Kistner Eddy Executive Services, in counsel with Heather Eddy, CFRE, President & CEO. Questions may be addressed to kwales@alfordexecutivesearch.com.

To apply, candidates should submit their cover letter and resume and complete the online application at <https://alfordexecutivesearch.applicantstack.com/x/openings>. To assure confidential tracking of all applicants, **no applications will be accepted via email. ALL INQUIRIES WILL BE HELD IN STRICT CONFIDENCE.**

Kistner Eddy Executive Services (**KEES**) is a retained search firm dedicated to providing recruitment services of exceptional quality and strengthening the nonprofit community through professional staffing solutions.

More about the Army's Alaska Division

The Alaska Division, under the direction of Divisional Commander Major George Baker, employs about 250 employees and hundreds of volunteers throughout the 18 communities in which it operates. The Alaska Division's Development and Community Relations Department is led by Director of Development Ivy Spohnholz, CFRE, EMPA. It is blessed with nearly 7,000 donors who invest in its work each year including more than 425 donors who contribute \$1,000 or more each year and are members of the William Booth Society (\$5,000+) or Red Shield Society (\$1,000-\$4,999).

The Salvation Army – Western USA Territory

Comprised of 10 Divisions and serving communities in Alaska, Washington, Oregon,

The Salvation Army – Western USA Territory: Alaska Division
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Approved November 2015

California, Arizona, New Mexico, Nevada, Idaho, Montana, Colorado, Wyoming, Hawaii, Guam, Micronesia and the Marshall Islands, Territorial Headquarters (THQ) is situated in Long Beach, California. Under the leadership of Territorial Commander, Commissioner James Knaggs, Chaz Watson is the Territorial Executive Director of Development and Susan Levin is the Territorial Director of Major Giving Programs.