



MAJOR GIFTS OFFICER (MGO)

External Title: Donor Relations Director
Internal Title: Major Gift Officer

Classification: Exempt/Salary (F/T)
Reports To: Chief Executive Officer

About the Role

The MGO secures funds for AAHS by fulfilling the interests and passions of donors by providing them with giving opportunities, encouraging them to give, and assuring that as many as possible are retained as continuing donors to AAHS are upgraded in their giving and involvement. The MGO oversees and manages all aspects of the major gifts campaign for AAHS's annual in the \$10,000-\$50,000 range and is responsible for budgetary goals in this category.

The MGO is crucial in identifying, cultivating, and soliciting major gift prospects to secure substantial donations for AAHS's programs and initiatives. Reporting to the CEO, the MGO is instrumental in sustaining the major gift pipeline and maximizing philanthropic support. The ideal candidate will articulate AAHS's mission, theory of change, and program portfolio to potential donors and stakeholders. In this role, you will work very closely with the CEO and will have success from and access to the board of directors.

Primary Roles & Responsibilities

- Qualify a caseload of 75-125 donors.
- Create and manage individual goals for each person on the caseload.
- Create and execute a strategic plan for each donor, driven by that donor's passions, interests, and communication preferences.
- Secure appropriate project information, including budgets, program impact data, and create donor offers, proposals, and asks aligned with donor passion and interest.
- Create monthly reports on caseload progress and periodic fundraising reports for development committee and board review.
- Serve as staff liaison to Donor Relations Committee.

Supportive Responsibilities

- **Major Gift Prospecting:** Identify and cultivate relationships with major gift prospects annually. Develop tailored cultivation strategies based on donor passions and interests and organizational priorities.
- **Solicitation Strategies:** Develop and execute solicitation strategies to secure major gifts that align with AAHS funding priorities. Collaborate with the CEO, development/marketing team, and key stakeholders to craft compelling proposals and presentations for donor engagement.

- **Donor Stewardship:** Build and maintain long-term relationships with major donors through personalized stewardship activities. Ensure donors receive timely, personal, and high-touch acknowledgments and reports on the impact of their gifts.
- **Proposal Preparation:** Prepare detailed and compelling proposals and stewardship reports for major gift prospects and donors. Tailor communications to align with donor interests and organizational goals.
- **Reporting and Tracking:** Track and report on major gift activities monthly to monitor progress towards fundraising and donor engagement goals. Prepare periodic KPI reports for board and development committee review.
- **Donor Data:** Maintain accurate and up-to-date records of donor interactions, profile development, and contribution history in EveryAction® CRM.
- **Goal Achievement:** Regularly meet and exceed internal goals set for activity and revenue secured. Cultivate relationships with a portfolio of 75-125 major gift prospects and maintain ongoing engagement with major donors.

Performance Measurements

- Qualifying and Disqualifying donors, including appropriate documentation.
- Achieving overall agreed-upon revenue goal based on individual donor goals.
- Retention and upgrading of donors, including cultivation of transformational gifts.
- Development of personal contact and ask plans based upon individual donor interests, motivations, giving patterns, and ask and communication preferences.
- Securing project and organization information and creating and writing effective offers, proposals and asks. Regular and timely reporting back to the donor.
- Creating timely reports that reflect caseload performance and progress toward organizational philanthropic goals.
- Management of people, processes, deadlines, and department budget while adhering to AAHS policies and procedures.
- Uphold the highest standards of fundraising ethics, codes of conduct, and donor privacy.
- Build productive, congenial relationships with peers, reports, and management; maintain a positive and constructive attitude and be a team player.

Education and Experience

- Bachelor's Degree in a relevant field, such as public relations, marketing, or communications. CFRE credential is highly desirable but not required.
- Proven experience in fundraising, particularly in consistently securing \$10K-\$50K in gifts from individuals and/or corporations. Minimum five years of fundraising experience.
- Experience in securing multi-year, blended gift commitments.

- High energy, positive, can-do attitude, flexibility, teamwork, and attention to detail; high degree of initiative.
- Strong communication skills, strategic planning, and organizational acumen.
- Five years plus donor management and relationship experience with donor database background, preferably within the nonprofit sector. Experience with EveryAction CRM (now Bonterra®) a plus.
- Demonstrable collaboration and donor-centric communication skills - critical in relationship building.
- Solid understanding of revenue goal development, finances, and department budgeting.
- Valid driver's license is required.

About Athens Area Humane Society

Based in Athens, GA, AAHS is a donor-supported, no-kill 501(c)(3) nonprofit corporation dedicated to rescuing and protecting companion animals by providing for their wellbeing, uniting them with loving homes, and advocating for a compassionate society. We envision a society where all dogs and cats have a loving home and the bond between pets and people is celebrated.

Working Conditions

- Location: Hybrid/Flexible
- Hours: 9:00 AM - 5:00 PM, Monday through Friday; Flexible
- Travel as required to attend donor meetings, training, and/or other events
- Evening and weekend meetings as necessary
- Department: Fund Development
- Competitive salary and benefits package, including generous PTO; medical/vision/dental plan; employer-matched 401K; short-term disability, and more.

Physical Demands and Work Environment

Physical requirements include stooping, kneeling, bending, standing, squatting/crouching, crawling, pushing/pulling, reaching above the shoulders, and lifting up to 25 pounds. Must be available to work weekends and holidays, as needed.

EEO Policy Statement

AAHS provides equal employment opportunities to all qualified individuals without regard to their race, color, ancestry, religion, sex, sexual orientation, national origin, age, physical or mental disability, citizen status, veteran status, gender identity or expression, bankruptcy status or any other characteristic or status that is protected by federal, state or local law.

How to Apply

Provide a resume describing verifiable, progressive fundraising success and a *cover letter describing why you're the best candidate for the position* to: office@athenshumanesociety.org. Please use the subject line: 'MGO Credentials'. No phone calls or recruiter contacts, please.