

Alameda Health System Foundation

Position Description

Position Title: Director of Major Gifts and Campaigns

Position: Exempt, Full-time

Supervisor: Foundation President

Position Definition:

The Director of Leadership Giving is responsible for securing major gifts consistent with the Foundation's fundraising priorities on behalf of patient care services, programs, and capital needs at Alameda Health System's hospitals and clinics. This position also assists the Foundation in creating giving opportunities for the Foundation's Endowment via outright or planned gifts.

Duties & Responsibilities:

- Serve as a member of the fundraising team of development professionals and participate in the planning, designing, implementing and evaluating strategies to obtain individual major gifts, capital campaign gifts, and estate gifts.
- Create and actively manage a portfolio of major gift prospects capable of making gifts at the five-to eight-figure levels. Research, identify and cultivate new gift prospects using a "moves management" approach and tracking methodology. Actively contact a minimum of 10 donor prospects per month with a goal of 3-5 being new prospects.
- Coordinate, maintain and ensure delivery of donor recognition benefits and other donor stewardship activities to elevate giving to the next level.
- Assist in preparing and maintaining the major giving program budget, including income and expense projections, as part of the annual budget process.
- Prepare giving opportunity materials and written proposals.
- Review, evaluate and report on financial and strategic progress/results.
- Serve as lead staff managing the legacy giving program.
- Oversee the Legacy Circle and work with contracted capital campaign consultants and/or planned giving advisors as necessary to assist donors in making a significant gift. Promote gifts of stock and other property to donors in a manner that is mutually beneficial to the donor and the Foundation.
- Serve as Foundation's liaison to external professionals in charitable estate planning, financial planning and engage in other philanthropic stewardship activities.

Education, Training and Experience Requirements:

- Bachelor's degree required. Minimum of six years in fund development field and two years in major gift and/or capital campaign management capacity.
- Demonstrated ability to secure gifts exceeding \$100,000 and commitments of over seven figures.

- Excellent written, verbal and interpersonal communication skills, as well as analytical, research, marketing and management skills.
- Demonstrated ability to cultivate relationships with donors and prospects in the community through individualized activity and audience marketing techniques.
- Demonstrated experience in working effectively with internal staff, administration, Board of Directors and volunteers.
- Ability to travel throughout the Alameda County region as required to meet with donor prospects.
- Passion, enthusiasm, focus, creativity, and a positive outlook.
- Knowledge of and experience with healthcare delivery systems a plus.
- Ability to function independently with minimal need for administrative support.

Technical Skills:

- High proficiency with use of Word, Excel and PowerPoint; experience with Raiser's Edge or equivalent donor database.
- Knowledge of major gift solicitation process and cultivation of high net worth prospects, and estate planning techniques.
- Experience with Crescendo marketing software preferred, PGCalc or similar software preferred.
- Experience with creation of presentations, proposals, and other materials to support client engagement.
- Familiarity with healthcare terminology a plus.

Language Skills:

- Excellent oral, verbal, written and presentation skills. Multilingual skills a plus.
- Ability to write reports, business correspondence and proposals to donors.

Customer/Working Relationships:

- A. Internal: Administration, own and other department management, staff, Board of Directors, physicians, students and volunteers, patients and patient families.
- B. External: Donors, vendors, businesses, community groups, lawyers, financial planners and local professional organizations.

Salary commensurate with experience.

About the Organization

Alameda Health System Foundation (AHSF) is a 501(c)3 non-profit organization established more than 25 years ago to philanthropically support the East Bay community's safety-net public health and academic teaching hospitals. AHSF recently completed a successful capital campaign and is poised to begin another in 2019 to raise \$30 million. A number of positions are currently open as its capacity is expanding. These may be viewed on the website at www.foundationahs.org.

Please submit cover letter and resume to ahsf.admin@alamedahealthsystem.org.