



DIRECTOR OF MAJOR GIFTS Medical Center Advancement

Overview:

University of Rochester Medical Center is building a best-in-class grateful patient fundraising program for its major donors and identified prospective major donors. The primary objectives are:

- To further strengthen existing relationships between the University and its major donors;
- To establish and strengthen relationships with newly identified major gift donor prospects for the University;
- To raise substantially more money for the University and Medical Center; and
- To raise awareness of the superior level of care and expertise offered by URM.

The grateful patient fundraising program will dramatically increase both the quality and size of the university's prospect pool, and the Director of Major Gifts will play a key role. An Office of Donor Relations is being formed and aggressively staffed at the University of Rochester Medical Center to provide world-class service to major donors and identified prospective major donors. The Director of Major Gifts will need to work collegially with the Donor Relations Program, Medical Center department faculty and chairs, and the overall medical center advancement team. They will carry a portfolio of approximately 150 qualified prospects and make a minimum of 175 face-to-face visits per year, including 30 solicitations.

The Director of Major Gifts is expected to be full and active member of the Major Gift team and of the broader university and medical Advancement team -- participating in strategy and planning, contributing their ideas and counsel. The Director of Major Gifts will work in a disciplined and focused way to identify, cultivate, and solicit major gifts from the grateful patients and/or families. The Director of Major Gifts will not be responsible for non-major gift duties, but work through colleagues in a department of Development Programs.

Principal Accountabilities:

Under the direction of the Senior Director of Development for Major Gifts, the Director of Major Gifts will:

- 65% Total Combined effort focused on actively identifying, cultivating, soliciting and stewarding major gift prospects (MGP's) for the University of Rochester Medical Center.
 - (30%) Effectively manage a major prospect solicitation pipeline.
 - (20%) Initiate and/or strengthen relationships with major gift prospects while remaining HIPAA compliant;
 - (15%) Create strategies for and solicit donors capable of contributing gifts of \$50,000 or more. Initial work will likely involve a high number of identification and qualification visits.
- 20% Continuing training and professional development including updating of "product knowledge" by regular meetings with unit-based colleagues, faculty and staff; training on UR Advancement protocols and procedures; HIPAA Compliance, technical training on Advancement's prospect management system; honing of professional skills through seminars, conferences, training and individual mentoring.
- 5% Either individually or in cooperation with support staff, continuously update the prospect management database with information related to donor strategies, contacts and results.
- 5% Working closely with internal HR Advancement, oversees, monitors, and manages administrative duties including recruiting, hiring, training, management, individual performance goals, performance reviews, personnel actions and all HR matters related to the program.
- 5% Other duties as required by the Senior Director of Development for Major Gifts, Assistant Vice President or Associate Vice President.

Qualifications:

- A track record of success in individual major gift fundraising, preferably in a medical setting. 7-10 years of administrative experience with at least 5+ years of successful major gift work in cultivating and soliciting prospects capable of gifts of \$50,000 or more.
- Broad knowledge of the principles of fundraising – able to participate in all aspects of the gift cycle: (1) to initiate contacts with potential donors; (2) to develop appropriate cultivation strategies for them, including working with volunteers and senior university administrators; (3) to move potential donors in an appropriate and timely fashion toward solicitation and closure; (4) to make solicitations when appropriate; (5) to maintain stewardship contacts with donors.
- Ability to work in a team environment.
- Bachelor's degree is required.
- Individuals with related experiences will also be considered.