

Position Description

Major Gifts Officer Wilmot Cancer Institute *University of Rochester Medical Center*

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Overview:

The University of Rochester Medical Center is the largest contributor to the University of Rochester's \$1.2B comprehensive capital campaign, the Meliora Challenge. Building a strong pipeline for major gifts is the primary focus of medical center advancement and for the position of **Major Gifts Officer, Wilmot Cancer Institute**. Key objectives for this position include:

- Further strengthen existing relationships between the University and its major donors;
- Establish and strengthen relationships with newly identified major gift donor prospects for the University through the grateful patient program and through Wilmot's community-based initiatives, such as the Discovery Ball.
- Proactively work with fundraisers on other fundraising teams, such as the Regional Program and George Eastman Circle to develop donor relationships with URM.
- Close new major gifts of \$25,000 or more for the University and Medical Center; and raise awareness of the superior level of care and expertise offered by URM.

The Major Gifts Officer will carry a portfolio of approximately 100 qualified prospects and make a minimum of 150 face-to-face visits per year, including 30 solicitations. Key performance metrics will be: Visits, Qualification Visits, GEC & Major Gift Solicitation, Dollars Raised, and Discovery Ball sponsorship.

The Major Gifts Officer is expected to be full and active member of the Wilmot Cancer Institute team and of the broader university and medical Advancement team – participating in strategy and planning, contributing their ideas and counsel. The Major Gifts Office will report to the Senior Director of Advancement for the Wilmot Cancer Institute and will work in a disciplined and focused way to identify, Cultivate, and solicit major gifts from grateful patients and/or families.

Principal Accountabilities:

Under the direction of the Senior Director of Advancement for the Wilmot Cancer Institute, the Major Gifts Officer will be focused as follows:

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| 90% | Total effort for MG fundraising includes: actively identifying, cultivating, soliciting, and stewardship of donors, while working in conjunction with other University offices and colleagues to maximize philanthropic revenue. Effectively utilizes WCI/medical center leadership, faculty and key |
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volunteers to cultivate, solicit and steward major gift prospects. This will include travel.

- 30% Effectively manage a major prospect solicitation pipeline. Initial work will likely involve a high number of identification and qualification visits.
- 30% Initiate and/or strengthen relationships with major and special gift prospects while remaining HIPAA compliant.
- 30% Create strategies and solicitations for donors.
- 5% Work with Advancement and University Colleagues on event sponsorship strategy and execution with WCI event managers.
- 5% Either individually, or in cooperation with support staff, continuously update the prospect management database with information related to donor strategies, contacts and results. Other duties as required by the Senior Director of Advancement for the Wilmot Cancer Institute and, Assistant Vice President or Associate Vice President.

Requirements

- Bachelor's degree is required with 5-7 years of development or major gifts experience at a university, college or medical institution, or an equivalent combination of education and experience.

Skills:

- A track record of success in individual fundraising of gifts of \$50,000 or more, preferably in a medical setting and experience in cultivating and soliciting prospects.
- 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 complex environment and be a team player.
- High level of focus and goal-orientation.
- Individuals with related experiences will also be considered.