



Major Gifts Manager

Reports to: Senior Director of Donor Engagement

Position Purpose

The Major Gifts Manager helps secure philanthropic support from high-net-worth donors by providing meaningful relationships and offering opportunities to invest in HOPE's mission and work. This role manages an assigned portfolio of major donors, nurtures long-term engagement, and contributes to generating annual commitments of \$10,000+.

Key Responsibilities

Portfolio Management & Fundraising

1. Manage a portfolio of approximately 75-100 donors giving \$10,000+ annually.
2. Develop individualized annual donor plans based on the donor's passions, interests, and communication preferences.
3. Conduct ongoing personal outreach through virtual visits, in-person meetings, phone calls, events, letters, and emails.
4. Document all interactions in Salesforce using established protocols and maintain an external caseload tracker as needed.
5. Gather internal program and budget information and partner with senior staff to develop compelling donor offers, proposals, and requests.
6. Identify and qualify new prospects for potential assignment using internal data, screening tools, events, and donor/volunteer referrals.
7. Implement thoughtful upgrade strategies for donors giving below the major gift level.
8. Work closely with senior leadership to support Legacy Society stewardship and coordinate planned giving inquiries.

Reporting & Communication

1. Uphold donor confidentiality in accordance with HOPE's Donor Privacy Policy.
2. Prepare accurate contact reports, activity summaries, and portfolio updates.
3. Assist in interpreting Salesforce data to support donor plans and department decision-making.
4. Contribute to long-term planning that enhances the impact and visibility of HOPE's philanthropy program.
5. Ensure consistent communication with colleagues across HOPE departments and with volunteers.
6. Deliver effective presentations to high-level audiences as needed in support of HOPE's programs.
7. Provide support to organizational leadership, board members, and volunteers involved in donor engagement activities.



Teamwork & Professional Development

1. Maintain a strong working knowledge of HOPE's mission, values, programs, and funding priorities.
2. Adhere to organizational policies, fundraising best practices, and the AFP Code of Ethics and Standards.
3. Collaborate with teams across HOPE, including marketing/communications, programs and services, operations, and volunteers.
4. Contribute to a positive, goal-oriented team culture and support colleagues in collaborative efforts.
5. Pursue ongoing professional development and stay current on fundraising trends and charitable tax law.

Performance Measures

1. Effective qualification and stewardship of donors with appropriate documentation.
2. Achievement of agreed-upon revenue and activity goals.
3. Donor retention and growth through personalized cultivation and solicitation strategies.
4. Execution of individualized donor plans and timely follow-up activities.
5. Production of high-quality proposals and donor-facing materials in collaboration with senior staff.
6. Timely and accurate logging of donor communications and actions.
7. Clear and timely reporting on portfolio performance and donor trends.
8. Effective management of deadlines, processes, and budgets.
9. Strong collaboration and contribution to team culture.
10. Adherence to ethical standards and organizational values.

Qualifications

- Three to five years of professional fundraising experience, preferably with exposure to major gift work.
- Bachelor's degree or equivalent experience.
- Familiarity with donor-centric fundraising principles and relationship-based solicitation.
- Experience supporting major gift or annual giving programs; familiarity with planned giving or campaigns is a plus.
- Willingness to learn about giving vehicles such as donor-advised funds, stock gifts, or other non-cash assets.
- Excellent interpersonal, verbal, and written communication skills.
- Highly self-motivated with the ability to work independently.
- Team-oriented with the ability to inspire colleagues and volunteers.



- Ability to work occasional evenings and weekends.
- Proficiency with CRM systems (Salesforce preferred) and standard office software.
