

Recruitment Profile
for

Major Gifts Officer



The Trevor Project
Los Angeles, CA

March 2020

LEADERSHIP TRANSITION | EXECUTIVE SEARCH | BOARD ADVISORY

RECRUITMENT PROFILE

Organization: The Trevor Project (www.thetrevorproject.org)

Position: Major Gifts Officer

Reports to: Director of Individual Giving

Location: Los Angeles, CA

ORGANIZATION & OPPORTUNITY:

The Trevor Project (Trevor) is the world's largest suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ) young people. Trevor's mission is to end suicide among LGBTQ youth.

According to the Centers for Disease Control, suicide is the second leading cause of death among youth ages 10 to 24. LGBTQ youth are at a significantly higher risk. Compared to their straight peers, the rate of suicide attempts for young people questioning their sexuality is two times higher. For lesbian, gay and bisexual youth, the rate of suicide is almost five times higher. Nearly half of young transgender people have seriously thought about taking their lives; one-quarter report having made a suicide attempt.

When it launched in 1998, Trevor Lifeline was the only national crisis intervention and suicide prevention lifeline specifically for LGBTQ youth. This year, The Trevor Project is on track to touch more than 120,000 young people through crisis intervention and suicide prevention services, and hundreds of thousands more through other programs and services.

New Leadership; New Opportunities

Under the leadership of CEO Amit Paley and Chief Development Officer Braden Lay-Michaels, The Trevor Project has dramatically increased both reach and revenue. The number of young people served has gone from 50,000 to more than 120,000 since 2016; fundraising income has gone from around \$10 million to more than \$23 million in the same period. Despite this remarkable progress, there is much work yet to be done. Research shows that there are 1.8 million LGBTQ young people who seriously consider suicide every year and who need the support that Trevor provides.

The Trevor Project is now poised to scale even further by leveraging technology and artificial intelligence to improve and grow programs. The organization will soon launch a new, five-year strategic plan, fueled by a vision to reach all 1.8 million LGBTQ youth at risk of suicide.

PROGRAM OVERVIEW

The Trevor Project offers accredited life-saving, life-affirming programs and services to LGBTQ youth to create safe, accepting and inclusive environments over the phone, online and through text.

***Trevor Lifeline** - the only national 24/7 crisis intervention and suicide prevention lifeline for LGBTQ youth

***TrevorChat** - a free, confidential, secure instant messaging service for LGBTQ youth that provides live help from trained volunteer counselors

***TrevorText** - a free, confidential, secure service in which LGBTQ young people can text a trained Trevor counselor for support and crisis intervention

***Trevor Space** -- the world's largest safe space social networking site for LGBTQ youth

***Trevor Lifeguard Workshop** - a free online learning module based on The Trevor Project's in-person workshop to support LGBT young people

***Trevor Ally Training** – introducing adults to the unique needs of LGBTQ youth.

***Trevor CARE Training** – providing school staff, educators, and health professionals with training and tools to support LGBTQ youth with heightened risk for suicide

***Model School District Policy for Suicide Prevention** - a roadmap to help school leaders easily navigate ways to bring suicide prevention policies and resources to their schools

***Coming Out: A Handbook for LGBTQ Young People** - a resource that covers a wide range of topics to support LGBTQ young people in exploring what coming out safely can mean for them

***Trevor Support Center** - a resource where LGBTQ youth and their allies can find answers to frequently asked questions, and explore resources related to sexual orientation, gender identity and more

***PSAs** - “Ask For Help” public service announcements, available free of charge for TV, radio, website, social media and print use

(For a detailed description of programs visit thetrevorproject.org/about/programs-services/)

The Trevor Project currently employs 148 people in its offices in New York and Los Angeles. It has a revenue budget of \$23.5 million and growing. Roughly \$12.5 million of that comes from individual donors, \$9 million from corporate partners and \$2 million from foundations grants and contracts. The urgency and clarity of Trevor’s mission has established deep bonds between the organization and its supporters.

PROGRAMS

The Trevor Project’s top priority is providing accredited life-saving and life-affirming programs and services to LGBTQ youth. Hundreds of thousands of young people in crisis have reached out to Trevor’s multiple resources across platforms. Trevor ensures its programs are as effective as possible, continuing to embrace new technology and offering expanded services in the channels where young people are most likely to ask for help.

ADVOCACY

The Trevor Project supports policy change at the federal, state and local level to enhance the mental health and well-being of LGBTQ young people through targeted interventions that address risk factors for suicide. Trevor is working toward supporting and increasing government funding for mental health services for LGBTQ youth; ending the dangerous and discredited practice of “conversion therapy”; advocating for school policies that reduce the risk of suicide; and partnering with other agencies and organizations to help reduce risk factors.

RESEARCH

The Trevor Project is committed to producing innovative research that brings new knowledge and clinical implications in the fields of suicidology, mental health, and LGBTQ studies. To accomplish this, Trevor takes a two-pronged approach: partnering with external research organizations to carry out complex investigations, and monitoring, analyzing and evaluating existing data – collected from Trevor-served youth – to produce insights

into vulnerable populations, suicidal risk factors and social determinants influencing suicidal ideation and attempts.

EDUCATION

Trevor is refocusing its education work to specifically concentrate on areas with an elevated need for its suicide prevention resources. This includes educating communities – including young people and those who interact with youth – about LGBTQ-competent suicide prevention, risk detection and response.

Trevor believes that if LGBTQ youth know they have a safe place to go to speak with an adult they can trust, they are much more likely to reach out for help when they face a crisis. That’s why Trevor’s programs are designed to reach young people on their terms, in their environment, and when support is needed the most.

(For more information about The Trevor Project, please visit www.thetrevorproject.org)

LOCATION:

Los Angeles, CA. (Candidates in San Francisco who are willing to travel frequently to L.A. will also be given consideration.)

REPORTING:

This position reports to the Director of Individual Giving who in return reports to the Chief Development Officer. It does not directly supervise other staff.

POSITION SUMMARY:

In recent years, The Trevor Project has experienced significant growth in development revenue across categories. This Major Gifts Officer (MGO) will play a key role in identifying new opportunities and supporting the continued growth of The Trevor Project in support an ambitious, soon-to-be-launched, five-year strategic plan. The MGO will cultivate, steward and solicit individual giving prospects with five, six and seven-figure gift capacity. They will also be responsible for ensuring Trevor’s major donors have a meaningful and affirming philanthropic experience.

PRIMARY RESPONSIBILITIES:

- Manage an active portfolio of 250+ West Coast prospects and develop cultivation and solicitation strategies in line with The Trevor Project’s priorities and prospect interests;
- Solicit gifts of \$5,000+ to reach Trevor’s Individual Giving Team goals. Create individual goals for each prospect in the portfolio based on the donor’s history of giving and an understanding of the prospect’s capacity and interests;
- Work closely with the Individual Giving team to continue refining and enhancing the major/ leadership gift program in support of the strategic plan and organizational expansion;
- Oversee stewardship of a high-quality donor experience through developing individual relationships, correspondence, mailings, acknowledgements, and other meaningful opportunities to engage with the organization;
- Work in coordination with Trevor’s Development Team to manage the Host Committee and major donors of TrevorLIVE LA, the organization’s gala in Los Angeles, which raises \$1M+ each year;
- Identify and qualify new individual prospects through collaboration with the Board and leadership donors;
- Plan major donor events in key cities including identifying hosts and host committee members, writing/delivering speeches and developing talking points for Executive Director & CEO, Board members and other notable speakers (i.e., “the pitch”);
- Represent The Trevor Project at external functions and events;
- Maintain monthly reports and use this data to drive decision making.



CANDIDATE PROFILE:

The Trevor Project’s organizational culture is best defined as » Innovative and Entrepreneurial » Fast-Paced » Big-Picture-Thinking Based » Organized and Efficient » Analytical and Data-Driven » Passionate » Mission-Driven » Fun. Successful team members at The Trevor Project demonstrate respect across diverse identities, including race, social and economic status, ethnicity, sexual orientation, gender identity and expression, age, physical and mental ability, and immigration status.

REQUIRED SKILLS AND EXPERIENCE

- Thorough understanding of nonprofit fundraising and experience as a member or leader of a nonprofit development team;
- Minimum of five years of professional history as a frontline fundraiser with a focus on individual donors and major gifts;
- Proven track record of stewarding and closing five, six and seven-figure gifts;
- Familiarity with the fundraising landscape in Los Angeles, ideally from work in other LGBTQ and/or social services nonprofit organizations;
- Strong knowledge of and connections to LGBTQ communities and social issues from lived and/or professional experience.

PERSONAL CHARACTERISTICS

- **Experienced self-starter:** You know that relationships with donors are about much more than just financial support and understand how to leverage resources to build them. You know your way around philanthropic giving and can put together a compelling case for support. You thrive in an environment that is collaborative, face-paced and entrepreneurial. Most of all, you're excited to use your fundraising knowledge and other experiences and interests to advance a mission you believe in.
- **Inspirational deal closer:** You love working with people and know how to excite them about the opportunities to fund The Trevor Project's life-saving work. When you share stories about Trevor, people are compelled! You skillfully follow up and close deals by getting real donations.



- **Creative:** You love challenges, you dream big, and you are excited by developing new ways to raise money and increase an organization's visibility.
- **Collaborative:** You understand that the best way to meet and exceed goals is through outstanding teamwork.
- **Flexible:** You are comfortable navigating ambiguity and working through competing priorities. You are able to travel up to 40% of the time.
- **Big picture thinker:** You're someone who thinks strategically. You love to brainstorm and come up with big, bold ideas. You look at the way things are and then imagine 20 ways they can be improved. You are inspired by ambitious goals!
- **Organized and efficient:** You know how to manage complex projects. You can communicate clearly and concisely.
- **Passionate:** You care about LGBTQ youth. You care about saving lives. You want to come to work and feel inspired every day. You want to change the world.
- **Fun:** The work we do is very serious, but that doesn't mean we don't have fun. We know how to have a good time and you should too.

COMPENSATION AND BENEFITS:

The Trevor Project is offering a compensation package that includes competitive salary and a full benefits package. Benefits include comprehensive health insurance (Trevor pays 100% of the premiums for medical, dental, and life insurance), generous vacation and holiday schedule, summer Friday hours, a fun and passionate office environment, and meaningful work that is saving the lives of LGBTQ young people across the country every day.

TO APPLY:

Inquiries, nominations, or applications (including a cover letter and resume) should be directed electronically and in confidence, to search@kevinchasesearch.com. We are pleased to answer any questions or supply further information.

Kevin Chase Executive Search Group has been retained to lead this recruitment effort on behalf of The Trevor Project. The Trevor Project is an equal opportunity employer and a diverse workforce and inclusive culture is a core value. Kevin Chase Executive Search and The Trevor Project encourage applications from all qualified individuals without regard to race, ethnicity, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, or veteran status.

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All inquiries or referrals will be held in strict confidence.

Please note that all education, dates of employment, compensation and other information provided will be verified prior to an offer of employment.