



Central Association *of the* Miraculous Medal

Central Association of the Miraculous Medal

Philadelphia, PA

Major Gifts Officer

<https://miraculousmedal.org/>

THE INSTITUTION

Founded in 1915, the Central Association of the Miraculous Medal (CAMM) is dedicated to spreading devotion to Mary Immaculate and her Miraculous Medal, and supporting the Vincentian Priest and Brothers of the Eastern Province programs that provide assistance to the poorest of our brothers and sisters in Christ.

The Shrine of Our Lady of the Miraculous Medal located in the heart of Philadelphia provides visitors a sanctuary for prayer, meditation, and pilgrimage to God and to Our Blessed Virgin Mary, as well as the opportunity to enjoy the Museum's historical collection of Marian and religious artwork.

The Central Association of the Miraculous Medal has four central purposes that define their driving mission:

- To render honor to Mary Immaculate and to encourage the use of her Miraculous Medal with prayers and devotions to her, under the title of Our Lady of the Miraculous Medal.
- To support the education and formation of men for the priesthood and brotherhood in the Congregation of the Mission.
- To support the aged and infirm Brothers and Priests of the Eastern Province of the Congregation, the parent body of The Central Association of the Miraculous Medal.
- To support the apostolic works of the Vincentian Eastern Province on behalf of the charity and service for the poor in our community.

Mary Jo Timlin Hoag was appointed CEO of CAMM in early 2018. Mary Jo came from a successful business career with leadership roles in Aetna, General Motors, GE Healthcare and Children's Hospital of Philadelphia. Through her extensive experience in operations strategy, program development, employee engagement, change management and organizational development she has strategically led CAMM to tremendous growth over the last three years. Under her leadership, the CAMM budget has grown from \$3.5 million to \$6.5 million with the goal of continued growth. Mary Jo and her team have ushered in a new era for CAMM developing innovative programming, increasing marketing and social media presence and building a long-term strategy for growth and support through fundraising efforts. Programming such as the Catholic Business Network, Young Adult Holy and Happy Hours, Prayer Ministries, and Holiday Concerts continue to attract new supporters to the Shrine and the mission of CAMM. Recently the innovative Beyond Sunday initiative has begun to offer educational programs and retreats to schools, parishes, and other faith-focused organizations virtually, onsite, or at the Shrine.

For additional information about CAMM, please visit <https://miraculousmedal.org/>.

THE POSITION

Reporting to the Vice President of Institutional Advancement, the Major Gifts Officer will develop and manage a portfolio of major donors through the moves management cycle to grow CAMM's major giving initiatives. In conjunction with the CEO and major gifts team, the Major Gift Officer will cultivate, solicit, and steward major donors to achieve annual and capital campaign fundraising goals. The Major Gift Officer will identify major donor prospects using various research tools, initiate and nurture relationships with existing major donors and prospects, and solicit individual gifts of \$5,000 and above.

Specific Responsibilities

- Collaborate with the Institutional Advancement (IA) team to advance the major gifts prospect research efforts; perform donor research using various software tools and identify new major gift prospects.
- Collaborate with the IA team to promote CAMM's major donor cultivation efforts, requesting assistance from Vice President of Institutional Advancement, CEO, Advisory Board and Vincentian Fathers and Brothers, as necessary.
- Serve actively as the lead solicitor of major donor prospects, specifically seeking individual gifts of \$5,000 and above.
- Move major donor prospects in an appropriate, timely fashion towards solicitation and make solicitations when appropriate, and work to improve existing moves management strategies.
- Draft major gift proposal documents.
- Design and implement an effective major gift donor stewardship program and provide a high level of quality stewardship after receiving a gift by fostering continuing relationships with major donors.
- Coordinate communication between major gifts prospects and CAMM.

- Ensure that all donor contact is reported in CAMM's database immediately and comprehensively.
- Identify donors with Planned Giving potential and work collaboratively with the IA team. Achieve an Understanding of CAMM's Planned Giving vehicles, including Wills and Bequests and Charitable Gift Annuities (CGA).
- Assist in the design of major donor direct mail campaigns.
- Assist Event staff in planning major donor events.
- Attend all donor events (includes local events as well as events in various regions of the U.S. and Canada) as applicable.
- Identify major opportunities for the promotion of CAMM for existing and potential donors to the Vincentian order at Vincentian events (such as Vincentian Family Day, Vincentian Feast Day Masses, and celebrations, etc.).
- Travel locally, nationally, and within Canada 50-75% of the time.
- Participate regularly in strategy meetings with CEO and VP of Institutional Advancement.
- Perform other duties and projects as assigned.

THE CANDIDATE

The Major Gifts Officer must have an understanding of and a passion for the mission of CAMM along with a track record of measurable results in soliciting and securing major gifts. Effectively partnering with the Vice President, Institutional Advancement to strategically move the organization forward will be critical to the success of the candidate. The Major Gifts Officer will be a relationship builder and visionary thought leader who can productively collaborate with other members of the team. The successful candidate will be flexible and compassionate to address the practicalities of a growing nonprofit, along with the creativity and persistence required to elicit new thinking and change.

Qualifications

- Must be a practicing Catholic with a Marian devotion and appreciation for Vincentian values with an understanding of Catholic language.
- Minimum of 10 years of experience in fundraising, preferably in a religious setting.
- Significant experience and a successful track record of measurable results in soliciting and securing gifts of \$5,000 and above.
- Extensive experience in personally identifying, cultivating, soliciting and stewarding individual donors.
- Success with a relationship-building and a stewardship-oriented approach to cultivating and nurturing donors over an extended period of time.
- Open to working through the challenges of prospect relationships and possessing the confidence and ambition to never give up, even after a stream of rejections.
- Proficient in Microsoft Office Suite, social media resources and donor research software.
- Must be a self-starter with the ability to work independently a majority of the time.
- Strong organization and persuasion skills.

- Superior communication skills to express, orally and in writing, CAMM's mission, vision, and goals with clarity, passion, and persuasion.
- People-oriented with a natural and innate desire to connect and build relationships.
- Self-confidence, humility, integrity, warmth, and a flexible personal style combined with a sense of humor that will earn the respect and attention of the constituent base.
- Bachelor's Degree or equivalent experience required; Master's Degree preferred; Certified Fund-Raising Executive (CFRE) and/or Advanced Certified Fund-Raising Executive (ACFRE) preferred.
- Must be willing and able to travel locally, nationally and internationally.
- Available to attend events after work hours or on weekends as needed.

For inquiries, nominations and applications, please contact:

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