

Corporate Regional Philanthropy Officer

San Diego, CA

Identifies, engages, cultivates, solicits, and stewards current and prospective donors in expanding their financial support of the work of the American Red Cross. Responsible for meeting an annual revenue target by working with an assigned portfolio of corporate donors and prospects to advance the mission of the organization and assist donors in creating meaning in their lives through giving to the American Red Cross. As required, serve as operational resource to less experienced team members to ensure consistent and effective implementation of donor development plans.

Responsibilities

- **Strategy:** Develops and executes ongoing strategy for qualifying donors to ensure retention, growth of donor contributions as well as recapture from previous donors. Works collaboratively with other departments and partners with development staff at the National Office to create customized solicitation strategies matching the objectives of the organization and interests of the donor/prospect.
- **Fundraising Targets and Portfolio Management:** Manages an assigned portfolio of donors and prospects with intent to form deep relationships. Responsible for minimum annual fundraising goal tied to segmented or blended portfolio as specified in performance standards, including both renewable gifts and new incremental revenue. Develop donor management plans for entire portfolio resulting in strategic, knowledgeable and complex asks. Personally solicits assigned donor portfolio through face to face visits, including preparation of personalized materials. Revenue target may increase due to major domestic disasters. Serve as mentor/informal leader to less experienced team members and operational resource in the areas of retention and strengthening donor relationships.
- **Prospect Development:** Implements programs/activities to identify, cultivate, solicit and steward donors at the \$2,500 level or higher, with an emphasis on maximizing revenue for the American Red Cross. Works with community Board members and other leadership volunteers to identify, cultivate, solicit and steward appropriate donors. Identifies potential planned giving prospects among assigned donors and partners with Region's assigned Gift Planning Officer to solicit those prospects. Updates donor records in region and/or district database and Salesforce.com following donor contacts.
- **Relationship Development:** Develops ongoing relationships with major donors for the benefits of the American Red Cross. Accountable for cultivating relationships for individual fundraising, organizational fundraising or both as outlined below:
 - **Organizations:** Cultivates, solicits and stewards support from corporations and foundations to meet annual fundraising goals within their Regions. This includes assisting corporations in achieving their goals in strengthening their brand, marketing, and employee engagement by being proficient at clearly articulating Red Cross programs, listening to corporations' needs and aligning programs to their interests, preparing grant proposals, and engaging foundation staff and foundation board members to cultivate and solicit support for the American Red Cross.

Qualifications

- **Education:** Bachelor's degree or equivalent experience required. Advanced degree highly desirable.
- **Experience:** Minimum five years sales and/or fundraising experience required. Proven experience in developing strategies for donor retention growth and recapture and proven success with complex requests is required.

- Management Experience: None required.
- Skills and Abilities: Ability to relate well and work effectively with multiple constituencies and audiences. Excellent verbal and written skills. Knowledge of office systems: MS-Office preferred and fundraising database systems (e.g., Raiser's Edge, Salesforce.com). A team player committed to developing and working within a collaborative environment and to ensuring the highest customer service orientation.
- Travel: Requires frequent travel within the Region. The amount will vary depending upon size and geography of region.

To Apply: The American Red Cross is a diverse nonprofit organization offering its employee's professional development and growth opportunities, a competitive salary, comprehensive benefits, and a collaborative team spirit environment. To be considered for this position, please visit www.redcross.org/jobs to apply.

Or apply at: [https://americanredcross.wd1.myworkdayjobs.com/en-](https://americanredcross.wd1.myworkdayjobs.com/en-US/American_Red_Cross_Careers/job/San-Diego-CA/Regional-Philanthropy-Officer_RC24118)

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