

Director of
Leadership Giving
Leadership Profile



Colorado Public Radio enriches the Colorado community by providing news, information and music for people who want to be informed, enlightened and entertained.

cpr.org



Colorado Public Radio is a state-wide community resource, providing three diverse services to an audience who seeks to be informed, enlightened and entertained. With a 24-hour in-depth news and information service, a 24-hour classical music service, a 24-hour new and independent music service, as well as a robust on-line presence, CPR is reaching more than 800,000 users every week. (Source: Nielsen Audio Spring/ Fall 2017 and Google Analytics)

This growing and dynamic organization enjoys the support of more than 53,000 active member/ donors and more than 650 individual businesses and organizations from across Colorado. The current annual budget for Colorado Public Radio is just over \$18 million, with more than \$1.5 million coming from a portfolio of 300 donors.

CPR's Work:

CPR News is Colorado's state-wide resource for in-depth news and information. With a staff of 30+ journalists, Colorado Public Radio is covering the issues that matter to Coloradans...arts & culture, education, energy & environment, state-house, economics, health and more. In partnership with national organizations such as NPR, CPR is connecting listeners in Colorado to the stories and issues that are shaping the national and global conversation. And, the nation and the world are hearing from Coloradans contributing to these important conversations.

CPR Classical is Colorado's state-wide resource for classical music programming. Boasting a music library of nearly 40,000 CDs, CPR Classical's playlist stretches from Gregorian chant to 21st Century composers, covering the spectrum of classical performances. And, with CPR's state-of-the-art performance studio, live performances are captured and shared from both nationally recognized and community musicians. CPR also provides access to live performances from some of the most respected venues and artists in the nation.

CPR's OpenAir is Colorado's destination to explore a diverse selection of new music and discover talented Colorado musicians. OpenAir has been a resource for music discovery, connecting listeners with Colorado's thriving music scene. Hundreds of bands, many of which have local ties, have visited the CPR Performance Studio to record their music and share insight with OpenAir

hosts, giving listeners exclusive access to a wide range of music with a Colorado focus.

CPR.org is a dynamic digital presence for all that Colorado Public Radio offers on the air, and then a whole lot more. With streaming of live audio, podcasts, recorded content and text, graphics, photographs and video, CPR.org is reflecting the voices, information and culture that are shaping the fabric of Colorado. At CPR.org, a viewer can read the text of a news story, while streaming the latest song from a Colorado independent artist before searching for a classical music performance coming to the community. Or, a viewer can watch one of hundreds of music videos from CPR Classical or CPR's OpenAir which were recorded in the CPR Performance Studio.



Looking Forward:

The Colorado Public Radio Board of Directors has developed a five-year strategic plan that includes:

1. Assure CPR's long-term financial sustainability
2. Strengthen organization capacity in a period of extensive and internal change
3. Increase production of CPR news, music and cultural content from and about Colorado to strengthen CPR's mission to inform, enlighten and entertain Colorado audiences.
4. Increase the broadcast and digital accessibility of CPR programming.
5. Expand facilities to support increased program production, distribution, community connection and fundraising.

Director of Leadership Gifts Profile:

The Director of Leadership Gifts is responsible for providing leadership of the major donor/planned giving department for donor development, communication and stewardship. At Colorado Public Radio, major (aka "leadership") gifts are recognized at \$10,000+. This person is highly disciplined, organized and goal oriented with

demonstrated competencies in team development, information management, project support, donor research and verbal and written communication. This position reports to the Senior Vice President of Development.



Position Goals:

Strategic Leadership

- Serve as a member of the CPR Development leadership team, together with the Director of Membership and the Director of Corporate Support.
- Serve as a back-up to the Sr. Vice President of Development.

Increase Funding

- While current Leadership Gift revenue is just over \$1,500,000 in annual support, the potential is to see this grow to over \$3,000,000 in the next two years.
- Grow CPR's philanthropic base of support, to identify and create a moves management plan for up to 1500 prospects from the 50,000+ active member database.

Develop Leadership Gifts Staff

- Lead the Leadership Gifts team in implementing best practices and a disciplined approach to donor cultivation, moves management, solicitation and stewardship.
- Build a team and develop budgeting and planning for growth to help CPR grow as a philanthropic destination for Coloradans who seek to support independent thought, curiosity and discovery.

Support CPR Board

- Working with the Sr. VP of Development and President of CPR to engage the board development committee and full board in achieving their potential in maximizing philanthropic support.

Responsibilities & Duties:

The Director of Leadership Gifts directs the major gift function for CPR and develops the capabilities of the Leadership Giving team. Specific duties include the following:

- Responsible for the growth of major donor/planned giving donors and prospects.
- Responsible for developing the major donor team, including staff development, training and implementing best-practices in major donor fundraising.
- Collaborate on setting department and individual goals and managing the necessary activities for achievement.
- Provide leadership to the major donor team to implement identification, cultivation and stewardship activities that strengthen long-term relationships with major donors including all phases of donor development and moves management; from research, to cultivation, to engagement, to solicitation, to stewardship, to renewed engagement and new solicitation.
- Oversees donor events, including all aspects of staffing, planning and organizing. Non-traditional work hours will apply.
- Oversee the planned giving program (Legacy Circle), including the growth and stewardship of Legacy Circle members through all appropriate means such as on-air, direct mail, email, website, phone, events and personal visits.
- Oversee relationships and activities associated with foundations and grant-making organizations, including the cultivation of relationships with these organizations and working with the appropriate CPR departments to write grants, as well as track and report on grant progress.
- Collaborate with other internal department leaders to identify new giving opportunities and workflow efficiencies.
- Manage a targeted portfolio of donors, modeling best practices and leading by example.
- Assist the President and Sr. Vice President in engaging board members and key portfolio relationships.
- Participate in regular internal meetings with other department heads and in relevant meetings as requested.
- Other responsibilities may be assigned from time to time.

Ideal Candidate:

The ideal candidate will have a strong identification with the mission and purpose of Colorado Public Radio and will bring a minimum 5 years of experience in major and

planned giving fundraising and demonstrated success in managing major and planned giving officers and staff.

In addition, the successful candidate will bring:

- Curiosity and thoughtfulness in their work
- Demonstrated leadership skills, resulting in achieved organizational goals
- Demonstrated organizational skills managing a variety of simultaneous activities efficiently and accurately
- Demonstrated success in engaging and collaborating with board leadership in advancing organizational objectives and fundraising
- Hands-on knowledge of donor database systems
- Demonstrated verbal and written communication skills
- Ability to manage high level confidential information with integrity and sensitivity. Mastery of principles and techniques of successful fundraising as they pertain to the identification, cultivation, and stewardship of major donor prospects
- Knowledge of fundraising best practices and procedures
- Experience with significant capital or endowment campaigns preferred
- Willingness to travel around Colorado as needed
- Bachelor's degree; advanced degree preferred



Core Competencies:

Successful members of the CPR team have these core competencies and value working in environments where these attributes are respected:

- **Change/Adaptability/Flexibility**
Adapts to change that benefits CPR, is open to new ideas, takes on new responsibilities, handles pressure, and adjusts plans to meet changing needs.
- **Communication**
Communicates well both verbally and in writing, promptly shares information and

ideas with others throughout the organization as appropriate, has active listening skills, can negotiate and persuade as needed.

- **Results Focus/Initiative**

Targets and achieves results, sets challenging goals, prioritizes tasks, overcomes obstacles, accepts accountability, sets high standards and takes responsibility, provides leadership/motivation.

- **Collaboration**

Working collaboratively with others to solve problems, achieve common goals and positive results. Listens to others and values opinions. Is open with other team members and expresses disagreement constructively. Seeks opportunities to work on teams as a means to develop experience, and knowledge.

How to Apply:

To apply, please submit a cover letter, resume, references and salary expectations to hr@cpr.org. Incomplete applications will not be considered. Competitive salary and benefits. All applications are to be submitted electronically. To learn more about CPR and our diverse offerings, please visit us at www.cpr.org.

Colorado Public Radio is an equal opportunity employer and encourages workplace diversity.