



## Senior Director of Major Gifts

Mass Audubon

Lincoln, MA | Fall 2020

**Kieran McTague**

SENIOR VICE PRESIDENT AND DIRECTOR, NEW YORK, PRINCIPAL

Development Guild DDI

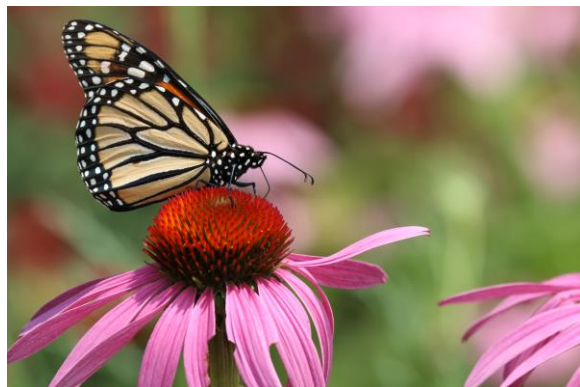
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***Mass Audubon seeks a seasoned Senior Director of Major Gifts to build a robust major gift program and lead a team of highly skilled Major Gifts Directors.***

## **About Mass Audubon**



Mass Audubon’s mission is to protect the nature of Massachusetts for people and wildlife. Through its guiding strategies of conservation, education, and advocacy, the organization is making meaningful positive change happen every year.

Mass Audubon envisions a Massachusetts in which nature—whether found in a city park, deep inside the forests of western Massachusetts, within an urban greenway, or along the 1,500 miles of Massachusetts coastline—is valued as essential to quality of life in the Commonwealth, and people live with appreciation and

respect for the complex ecological systems that sustain life on Earth, working together to ensure that they are protected. From inspiring hilltop views to breathtaking coastal landscapes, serene woods, and working farms, Mass Audubon believes in protecting the state’s natural treasures for wildlife and for *all* people.

As Massachusetts’ largest nature conservation nonprofit, Mass Audubon welcomes more than a half million visitors a year to its wildlife sanctuaries and 20 nature centers and protects more than 38,000 acres of land throughout Massachusetts. As a nationally recognized environmental education leader, Mass Audubon offers thousands of camp, school, and adult programs that provide outdoor activities for over 225,000 kids and adults every year. And, with more than 135,000 members and supporters, the organization advocates on Beacon Hill and beyond, and conducts conservation research to preserve the natural heritage of our beautiful state for current and future generations.

With a new dynamic President at the helm, Mass Audubon is embarking on a strategic planning process to set bold and aspirational goals to move conservation forward at a faster pace across the Commonwealth. Fundraising will be leveraged to fuel powerful land protection goals, a deepened commitment to diversity, equity and inclusion, a focus on combating climate change through multi-faceted advocacy efforts and continuing long-standing success in providing exceptional educational opportunities and science-backed decision making.

## **About the Position**

Mass Audubon has a solid organizational business model with a diverse revenue stream that includes earned income, private philanthropy, membership, endowment income and government grants. Currently, fundraising and membership accounts for approximately 36% of the organization’s annual operating budget of \$25.6 million.

Mass Audubon is recruiting a seasoned fundraising professional to partner with the VP for Philanthropy and President to build a robust major gift program and substantially increase philanthropic revenue.



Reporting to the Vice President for Philanthropy, The Senior Director of Major Gifts will lead a team of highly skilled major gifts directors and collaborate with governance members and leaders across the state to advance fundraising goals and expertise.

Working at both the strategic and tactical level this development professional will use their skills and experience to influence a higher level of donor giving, manage a robust organizational portfolio of donors and develop metrics and best practices that will guide Mass Audubon's work. They will be inspired by the work of the professional staff, while they motivate and engage senior leadership and governance members in cultivation and solicitation activities. The Senior Director of Major Gifts will be an ambassador for the organization, deepening engagement with constituency groups and driving broader awareness and philanthropic support for the organization.

## Key Responsibilities

### Fundraising

- Grow and manage a portfolio of 30-40 prospects capable of making 6- to 7-figure gifts.
- Ensure that high priority prospects are actively managed with regular face-to-face meetings and outreach to ensure that prospects are moving along the major gifts pipeline.
- Collaborate with the VP for Philanthropy and other key development staff to build out a robust donor prospect pipeline that focuses on individual major gift prospect identification, cultivation, solicitation, stewardship and upgrading.
- Work strategically, as assigned, with the President, VP for Philanthropy, and other senior administrators, to support critical fundraising priorities.
- Meet quarterly benchmarks and goals based on activity with prospects/donors.



### Management and Mentorship

- Supervise 3-5 major gift development professionals, with portfolios of 75-100 active major gift prospects.
- Work in partnership with program staff to substantially advance major gift fundraising in support of their mission-based goals.
- Support discrete fundraising campaigns (capital, endowment, etc.) management by advising the major gift strategy aspect of the campaign.
- Provide training as necessary for development staff, program staff and volunteers. Proactively develop and deliver training as a part of growing the culture of major gift fundraising.

### Other

- Understand and ensure compliance with philanthropic giving policies and regulations and ensure that fundraising is conducted with the highest level of ethical standards.
- Enhance operational efficiency in Major Giving by promoting best practices for documentation and moves management using the donor engagement software platform (ROI Solutions).

- Provide team support for events and other department needs.

## Key Qualifications

- Minimum of ten years' experience in major gifts fundraising
- Demonstrated track record of securing 6- and 7-figure gifts.
- Demonstrated ability to lead, manage and motivate a team through mentorship, shared goal setting and vision.
- A solid understanding of Planned Giving vehicles and the concept of blended gifts.
- A strong ability to influence and engage a wide range of donors and build long-term relationships.
- Excellent verbal and written communication skills
- Demonstrated ability to manage multiple and competing priorities and meet established personal and team goals.
- Possess the highest level of integrity, donor confidentiality and discretion with sensitive information, tasks and relationships.
- Strong familiarity and experience with the Massachusetts philanthropic community.
- Strong database and financial management skills.
- Experience with prospect modeling analysis to evaluate and strengthen individual prospect portfolios.
- Ability to travel regionally on a regular basis and flexibility to work weekends and after hours as needed.
- Experience in a conservation organization or similar mission-based organization a plus.



**Mass Audubon is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and applicants. Mass Audubon prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.**

Please email your cover letter and resume in confidence to [MassAudubon@developmentguild.com](mailto:MassAudubon@developmentguild.com)

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For more information about Mass Audubon please visit <https://www.massaudubon.org>

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**About Development Guild DDI**

*For 40 years, Development Guild DDI has consulted to leaders across the nonprofit spectrum. With offices in Boston and New York, we have successfully collaborated with more than 650 clients nationwide in the sectors of health & science, education, environment, the arts, and social justice. We are experts in executive search and fundraising and are at the forefront of delivering best practice in these services.*

*With each engagement, we work in teams tailored to a client's particular needs, providing sector-specific intelligence, cross-sector insight, and hands-on functional expertise. We combine our perspective on nonprofit leadership with our knowledge and experience in both fundraising and executive search. This distinct perspective enables us to deliver the most strategic and measurable impact.*

