



Planned Giving Director

The Salvation Army, Greater NY Division

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The Salvation Army, Greater New York Division, based in NYC, is seeking a talented Planned Giving Director to be a part of its 150-year legacy of doing good, fighting poverty, and transforming lives.

About The Salvation Army



The Salvation Army (TSA) was founded in 1865 by William Booth in London, England. Based in his Christian devotion, he dedicated himself to helping the poor, the homeless, the hungry, and the destitute of London. By 1874, Booth's followers had grown to 1,000 volunteers and 42 evangelists, and in 1878 his volunteers officially adopted the title of The Salvation Army. The ministry migrated to America in 1880, where The Salvation Army's first meeting took place in Philadelphia. After receiving a warm welcome, The Salvation Army expanded its operation throughout the country. Today, there are more than 7,617 Salvation Army centers and local neighborhood units in the

United States and nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless, to arts opportunities for underprivileged children. The Salvation Army is committed to serving the whole person, body, mind, and spirit with integrity and respect, using creative solutions to positively transform lives.

The Salvation Army USA, whose headquarters are based in Alexandria, VA, serves those in need across four territories: Western, Central, Southern and Eastern U.S.A. TSA of Greater New York is one of 11 divisions within the Eastern Territory. Consisting of more than 70 centers across thirteen counties, the Greater New York Division is fully dependent upon philanthropy to deliver services to individuals annually, ranging from feeding the hungry, providing relief for disaster victims, adult rehabilitation, women's ministries, clothing and shelter to the homeless, and combating human trafficking.

About the Position

Reporting to Major Lurlene Johnson, Greater NY Divisional Director of Advancement, the Planned Giving Director will play a critical role in the success of the Division's fund development efforts, specifically in leading all planned gift strategies, solicitations, and communications. The Director will lead the planned giving donor and prospect caseload assignments for the planned giving staff, as well as command their own high-end portfolio of donors and prospects. In this role, the Director will act as the lead contact between The Salvation Army and the Greater New York Division to identify, cultivate, solicit, and steward planned gifts.



Although the Director is a Divisional employee, they will have a direct relationship with the Territorial Director of Planned Giving, whose office will provide certain assistance, oversight, and educational

programs. Through this relationship with representatives of Territorial Headquarters, the Director will be supported in accessing planned giving-specific orientation and training, semi-annual program and strategy conferences, and membership in professional organizations.

Key Responsibilities

- Manage a caseload of high end planned giving donors and assign donor caseloads to the planned giving staff; promote, cultivate, and close planned gifts for the benefit of the Division.
- Supervise Divisional Planned Giving Representative and Divisional Planned Giving Coordinator (admin).
- Establish and create a strategic communications plan to identify, educate, cultivate, and solicit planned giving donors.
- Provide monthly written reports to the Divisional Director of Advancement and the Territorial Planned Giving Director summarizing activities and results each month. All such reports shall be goal oriented in terms of plans, progress, and production.
- Work in concert with the Divisional Director of Advancement and Territorial Planned Giving Director to establish planned giving program and gift production goals for the Division and organize program priorities and activities.
- Provide proper estate and gift planning education and counsel to donors, prospects, volunteers, and volunteer groups, as well as Salvation Army Officers and employees who require such knowledge for fulfillment of their respective responsibilities.
- Keep current with and knowledgeable of new trends in planned giving; be aware of new or pending tax legislation.

Key Qualifications

Successful candidates will possess or demonstrate most, if not all, of the following:

- 5+ years' experience in planned giving
- Authentic understanding and appreciation for the mission of The Salvation Army
- Strong knowledge of various life-income gift plans; high level of comfort with direct donor interaction, discussions of personal and family finances, and significant solicitations
- Strong written communication, interpersonal, and business skills, gravitas
- Relevant leadership qualities (vision, strategy, capacity to motivate)
- Independent with high level of accountability; takes initiative
- Metrics driven and goal oriented
- Ability and interest in 50% travel time across Greater NY



Preferred:

- Demonstrated experience managing direct reports or a small team
- Planned giving experience on behalf of a national human services organization
- *All planned giving professional staff in the Eastern Territory are required to be certified at time of hiring (preferred) or within three years of hiring. Approved forms of certification include the JD*

degree and CFP® or similar certification. The Chartered Advisor in Philanthropy (CAP®) program at the American College is another acceptable certification, as well as the Crescendo Gift College on-line program leading to either the Certified Gift Planning Associate (CGPA) or Certified Gift Planning Professional (CGPP) designation.

The Salvation Army does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, sexual orientation, national origin, age, disability, or any other characteristic protected by federal, state or local law.

Please email your resume in confidence to:

SalvationArmyGNY@developmentguild.com

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For more information about The Salvation Army, Greater New York Division, please visit:

<https://newyork.salvationarmy.org/>

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About Development Guild DDI

Development Guild DDI is a nonprofit leadership development consulting firm that provides nonprofit executive search, fundraising counsel, and campaign services. We bring a powerful combination of discipline and innovation to every client engagement, delivering solutions that are both strategic and deeply rooted in experience and analysis. Drawing upon more than 2,500 client engagements and 40 years working in every nonprofit sector, our collaborative approach is distinguished by candid dialogue and supported by cutting-edge technology. We commit to understanding and respecting your unique culture and to translating that knowledge into viable solutions.

