

## *Position Profile: Major Gifts Officer*

### About Goodwill Columbus

**Mission:** Transforming the lives of individuals with disabilities and other barriers through pathways to independence and the power of work.

**Vision:** All individuals with disabilities and other barriers are embraced as valued and dignified members of our community.

Founded in 1939, Goodwill Columbus is the sixth largest nonprofit organization in central Ohio and among the top 50 employers; it was named Nonprofit of the Year in 2015 by The Columbus Foundation. Goodwill Columbus is a member of Goodwill Industries International, an association of 181 independent member organizations throughout the United States and Canada.

Goodwill operates a wide range of programs to fulfill its mission of transformation:

- 1.2 million hours of intensive services to over 2,000 individuals annually through day programs, residential services, workforce development, and job training programs.
- 75 supported living homes for 130 individuals with developmental disabilities.
- The Goodwill Art Studio & Gallery, an innovative fine arts program for people with developmental disabilities and other barriers.
- Social and educational programs for seniors and young adults with developmental disabilities.
- Workforce development and work placements in area businesses and corporations for people who need a hand up to self-sufficiency; clients include returning citizens, veterans, the unemployed and underemployed, those with limited education or work experience, those with disabilities, new Americans and English language learners. In 2018, the Workforce Development team served nearly 1,100 individuals on their journey to competitive employment.
- Meaningful volunteer opportunities for people who want to give back—in 2018, Goodwill hosted over 2,500 volunteers who provided nearly 38,000 hours of service.
- Custodial and unarmed security services provided to companies and organizations throughout Central Ohio, covering 11 million square feet of space.



Goodwill Columbus is headquartered in Grandview Heights, a suburb of Columbus; the agency is visible in the community with a total of 19 retail stores and attended donation centers.

### The Opportunity

The Major Gifts Officer who joins the Goodwill team will realize a number of exciting opportunities, from an authentically mission-driven culture to the benefits of working with a trusted Columbus institution. In Goodwill, he or she will find a...

- **Mission-driven culture.** Every member of the Goodwill team fully embraces—and is driven by—the agency’s worthy mission. The Major Gifts Officer joining this team will find passion in his or her colleagues, and purpose in the work.
- **Trusted brand and reputation.** The new Major Gifts Officer will enjoy the benefits of an agency that has earned a trusted reputation over decades of service and is recognized as an important community pillar. Further, he or she will be connected to one of the major players and largest area providers of workforce development.
- **Diverse board and experienced senior leadership.** Goodwill benefits from the diverse leadership of a strong governing body, with voices that represent myriad sectors and perspectives. The development team—guided by Marjory Pizzuti, a well-respected Columbus leader—collectively has 50+ years of fundraising experience, as well as a collaborative, supportive approach to their work.
- **Financially secure organization.** A prudent enterprise, Goodwill manages a balanced blend of earned revenue, government funding, corporate support, and donor contributions; the agency has developed comprehensive plans for its future sustainability.
- **Chance to shift the narrative.** Many associate “Goodwill” with the collection and sale of clothing and household goods—an imperative part of its service to the community. But Goodwill offers far more to the residents of Central Ohio, generating opportunities for individuals to achieve economic stability, build confidence, and enjoy the dignity of work. The new Major Gifts Officer has the opportunity to tell Goodwill’s story and enhance the community’s understanding of its work in new, exciting ways.
- **Development plan in place.** In the past few months, Goodwill worked with fundraising counsel to create a comprehensive development plan that details tactics for the new Major Gifts Officer to follow—ensuring clear expectations and providing strategies for success.

## *About the Position*

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The Major Gifts Officer position is part of a team that raises funds to support Goodwill. Specifically, the Major Gifts Officer is responsible for the implementation of a strategy to raise major gifts. This position reports directly to the Senior Vice President of Marketing and Development. He/she will be:

- authentic and passionate about the mission of Goodwill and the people served by the agency’s programs and services;
- committed to help donors accomplish their philanthropic goals and ambitions through their relationship with Goodwill; and
- ambitious and highly motivated to raise major gifts from current and prospective donors.



## ***Essential Job Functions***

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*Strategy*—In coordination with the development team, implements the strategy that will:

- identify donors capable of making gifts of \$2,500 or more;
- expand the number of donors who can make major gifts;
- increase gift sizes; and
- steward and recognize major gift donors.

*Plan Management*—Develops and implements tactics that support the identified strategy. Educates within the development team the plan tactics and goals to ensure the strategy is accepted and incorporated into overall development plans and operation.

*Portfolio Management*—Develops and implements donor-centered plans for the portfolio. Builds and maintains relationships with top-tier prospects in the portfolio.

*Engagement and Solicitation*—Acquires major gift support in a way that allows donors' philanthropic interests to advance Goodwill's highest priorities.

*Team Collaboration*—Supports, assists, and partners with team members to ensure the overall success of the development function.



*Documentation, Metrics, and Reporting*—Implements appropriate metrics and status reports for major gifts. Develops a prospect research program. Maintains donor tracking and systems to capture movement through the prospect/donor life cycle.

## ***Position Requirements***

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### ***Education and Experience***

- A bachelor's degree in an applicable discipline.
- A minimum of **5-7 years fundraising experience** in successful cultivation, face-to-face solicitation, and closing individual major gifts of \$2,500 or more.
- Consistent record of **building solid relationships** with prospects and donors.
- Demonstration of **managing a portfolio** of donors.
- Demonstration of developing and/or implementing a **fund development plan** and achieving **metric-driven goals**.
- A valid driver's license and a safe driving record.

### ***Competencies, Skills, and Abilities***

The ideal candidate will possess a strong knowledge of fundraising, particularly major gift fundraising, as well as strong behavioral competencies and attributes below.

- A **passion** for major-gift fundraising.
- **Strategic, analytical thinking** related to **relationship building** and **gift solicitation planning**.

- Strategic skills to connect and engage volunteers, donors, board members, and local philanthropists in major gift opportunities.
- Experience with individualized cultivation, solicitation and stewardship letters, gift agreements, and proposals.
- Knowledge of various gift opportunities and giving vehicles and facility in recommending the options most suitable for donors.
- Successful history of closing **major gifts**, and identifying, attracting, and adding new donors.
- Drive for **results**.
- **Effective problem-solving** and **decision-making** skills.
- **Excellent oral, listening, written communication** skills.
- Strong **interpersonal skills** and ability to establish relationships with integrity and trust.
- Efficient with **prospect management, donor relations, and gift processing**.
- Establish **priorities, goals, and timelines** to achieve quantifiable outcomes.
- **Manage a mixed portfolio** of approximately 150 individuals, corporate, and **prospective donors**.
- **Track and report progress** using specific metrics, to analyze data to develop solicitation strategies.
- Ability to **work independently** and be **highly collaborative**.
- Ability to work in a complex organization.
- Ability to work well with diverse groups of constituents and colleagues.
- **Proficient with Raiser's Edge** fundraising program.

#### ***Desirable Qualifications***

- Graduate degree and CFRE
- Success at a like-size and complex nonprofit organization
- Capital campaign experience

## ***Application Process***

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Benefactor Group is assisting Goodwill Columbus with this search. To learn more about Goodwill Columbus, go to [goodwillcolumbus.org](http://goodwillcolumbus.org).

Applications will be reviewed as they are received. All applications are considered highly confidential. To be considered for this position, please send a cover letter and resume to:

**Catherine Fynes**  
Senior Consultant

[HR@benefactorgroup.com](mailto:HR@benefactorgroup.com)

<http://www.benefactorgroup.com>

Goodwill Columbus is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, gender, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by federal, state, or local law.

## About Columbus

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[Columbus](#) has it all: the vibrancy of a major city, the affordability of a mid-sized one, and the drive and values of the Midwest. The city is peppered with captivating art, music, theater, museums, food, and culture. And, thanks to a growing array of businesses and strong higher education institutions, including The Ohio State University, it's home to a bustling and energetic workforce.

### **Bustling City—with an Affordable Cost of Living**

Ohio's capital city was recently awarded the top spot on the Forbes list of [Best Cities for Mid-Career Professionals](#). It's the country's first-ever "Smart City," and ranks at the top of the list for attracting technology talent. It's one of the fastest-growing cities, with a population increase of nearly 11% in the past eight years (and job growth of 14% in roughly the same period). A prosperous economy draws millennials and mid-career professionals, creating a young and energetic atmosphere. All this—without the high cost of living. According to PayScale.com, the cost of living in Columbus is 10% lower than the national average.

### **Arts, Culture, and Cuisine Hubs**

Ohio's largest city, named one of the ["30 Most Fun Places to Live in the U.S."](#) by U.S. News & World Report, is brimming with creative talent and cultural hotspots. Explore the best that Columbus has to offer by...

- Touring the [Columbus Museum of Art](#). (Or the Pizzuti Collections, called "one of the top art collections in the world." Or the Wexner Center for the Arts; or the annual Columbus Arts Festival, featuring 280+ artists; or the brand-new "Otherworld" exhibit, a 32,000-sq.-ft. immersive art installation. The list goes on!)
- Paying a visit to Columbus' multitude of performing arts spaces: from Shadowbox Live!, to the Columbus Symphony, to four other large theatres, and more.
- Spending a day at the 36,000-sq.-ft. LEGOLAND Discovery Center, top-rated science center COSI, [Columbus Zoo and Aquarium](#), the nation's most highly rated public library system, American Museum of Natural History Dinosaur Gallery, or recently opened National Veterans Memorial and Museum.
- Celebrating [fashion in Columbus](#); the city comes in right after New York and Los Angeles as the biggest fashion design city in the nation.

Ranked as one of WalletHub's Best Foodie Cities in America, Columbus offers everything from classic diner fare to fine dining to offbeat, ethnic, and cozy cafes. The city is notably home to restaurateur Cameron Mitchell and Jeni Britton Bauer of Jeni's Splendid Ice Creams. And, don't miss out on local favorites, including the city's "coffee trail" and ["ale trail"](#) programs.

### **Nature Oases**

While downtown is a bustling urban area, Central Ohio provides ample nature preserves, state parks, and metro parks as well. Notable green spaces include Schiller Park in German Village, the Park of Roses in Clintonville, the [Franklin Park Conservatory and Botanical Garden](#), and the [Scioto Mile](#) in downtown Columbus—253 acres of parkland, including miles of multi-use trails and the country's largest free outdoor climbing wall. Only 30 miles away from five state parks, Columbus provides numerous opportunities to step away for a breath of fresh air.



### **Unparalleled Educational Opportunities**

The region is home to numerous top public schools in Ohio, as well as a number of independent and parochial schools. In addition to The Ohio State University, the area is home to private institutions such as Capital University, Otterbein University, Ohio Dominican University, Ohio Wesleyan University, Denison University, Ashland University, Pontifical College Josephinum, Trinity Lutheran Seminary, and the Methodist Theological School. Additionally, there is Columbus State Community College and the Columbus College of Art & Design.

### **Diverse Neighborhoods**

Columbus offers lively urban neighborhoods—such as German Village, the Short North Arts District, Olde Towne East, Victorian Village, and Clintonville—with unique housing, galleries and exhibition space, and shopping. The city includes many architectural landmarks, both historic and modern. With a variety of housing stock, the metropolitan region has established and growing suburbs, kid-friendly activities, and great options for primary and secondary education.