

Major Gift Officer

Position Profile

Locations: Columbus and Central Ohio
Cleveland and Northeast Ohio

Introduction to Planned Parenthood of Greater Ohio

The mission of Planned Parenthood of Greater Ohio (“Planned Parenthood”) is to protect, promote, and provide empowered health care for people throughout Ohio. Planned Parenthood works to create a world where sexual and reproductive rights are basic human rights, where access to health care does not depend upon who you are, and where every person has the opportunity to choose their own path to a healthy and meaningful life.

As an affiliate of the Planned Parenthood Federation of America, Planned Parenthood of Greater Ohio was formed in 2012 following the successful consolidation of Planned Parenthood of Northeast Ohio, Planned Parenthood of Central Ohio, and Planned Parenthood Affiliates of Ohio. Now, Planned Parenthood works for healthy bodies and healthy communities by maintaining 17 health center locations in communities throughout North, East, and Central Ohio.

In 2021, Planned Parenthood of Greater Ohio reached 47,799 patients through more than 77,676 visits.



Planned Parenthood provides essential reproductive health care services to generations of Ohioans. The organization’s caring and knowledgeable staff provide a wide range of services, including testing, treatment, counseling, and referrals. Services include birth control, abortion services, wellness exams, adoption services, cancer screenings, gender-affirming care, HIV testing and counseling, men’s health, and more.

Planned Parenthood’s model of care involves patient-focused information and education. Patients leave with the information and knowledge they need to maintain and protect their health. Planned Parenthood provides a non-judgmental and confidential rapport with patients that makes it easier to address a number of sensitive issues, such as behaviors that involve risk and safer alternatives.

The Opportunity

Planned Parenthood of Greater Ohio seeks two dynamic, experienced fund-development team members to serve as Major Gifts Officers in Central and Northeast Ohio. The individuals in these positions are charged to identify, cultivate, solicit, and steward major donors in an assigned regional portfolio. The Major Gifts Officers also establish and provide strategic direction in community engagement and the creation of Affinity Groups. The Major Gifts Officers have an opportunity to make a significant difference in the lives of thousands of Ohioans who rely on Planned Parenthood for affordable, affirming health care.

Timing constitutes a tremendous opportunity for the in-coming Major Gifts Officers as access to reproductive and gender-affirming care is under attack. Planned Parenthood donors have generously supported the organization in recent years as anti-choice attacks have eroded access to care at a local, state, and national level. The Major Gifts Officers will work at a regional level to steward and retain donors at the \$10,000 level and above while working with the development operations team to identify, cultivate, and engage new supporters. They will maintain an individual, regional portfolio of donors and work with development leadership to establish and manage affinity groups to deepen the understanding, commitment, and support of donors in their target region.

The Major Gifts Officers will report to the Senior Director of Philanthropy and work as peers and partners to a dynamic, well-supported team that includes the Senior Giving Officer (mid-level and individual), Planned Giving Officer, Donor Engagement Manager, and Individual Giving Manager. Every member of the Planned Parenthood team fully embraces—and is driven by—the organization’s worthy mission. The Major Gifts Officers joining this team will find passion in their colleagues and purpose in the work.

About the Position

Key Job Functions

Major Gift Strategy Engagement

- **Strategy** – In concert with the organization’s strategic priorities and in collaboration with the development team, develops, recommends, and implements a strategy for Major Gift donors that will:
 - retain existing donors;
 - increase the average gift size; and,
 - expand the number of donors.
- **Planning** – Develops a *Major Gift Donor Plan* with tactics that support the identified strategy. Educates, within the Development team, the plan tactics and goals to ensure the plan is accepted and incorporated into the overall Development plans and operations.
- **Donor Engagement and Relationships** – Engages donors through effective communications (e.g., written, web and social media, events). Builds relationships with donors in the portfolio and positions donors to move up the donor pyramid. Cultivates Major Gift donors and solicits gifts to maximize philanthropic giving for the targeted segment.
- **Team Collaboration** – Works closely with the team to ensure overall success of the Development function. Supports team members with parallel fundraising activities, such as mid-level gift work, annual fund, events, planned giving, and campaigns.
- **Portfolio Management** - Maintains a strong and growing portfolio of major donors for assigned territory that focuses on retention, upgrades, and acquisitions with the goal of increasing philanthropic giving. Builds a funding plan to properly forecast, track, and successfully hit annual goals for this portfolio.
- **Prospect Strategy** - Creates prospect strategies for cultivation, solicitation, and stewardship that includes in-person meetings and site visits, proposals, cases for support, participation in events, and leadership engagement, where appropriate.

Community and Affinity Group Engagement

- **Strategy** - In partnership with Leadership, develops a multiyear strategy to build and launch unique PPGOH Affinity Groups. Includes methods to engage and deepen the understanding, commitment, and support of community members and donors within Affinity Groups. Creates and manages the business plan for the Affinity Group, thereby guiding the work and establishing the vision and function of the group aligned with PPGOH's mission and values.
- **Management** – Provides strategic direction to the Affinity Group, including recruitment, meeting planning, and group activities. Tracks, maintains, and provides monthly updates and reports on group membership and initiatives.
- **External Relations and Networks** - Builds a structure and strategy that can be replicated for other unique audiences across our service region. Serves as a community connector in Central or Northeastern Ohio to help broaden and deepen our supporter base, particularly in communities who have historically been excluded from philanthropic circles.

Required Competencies

Action oriented

Balances stakeholders

Builds networks

Collaborates

Communicates effectively

Customer focus

Demonstrates self-awareness

Instills trust

Interpersonal savvy

Manages complexity

Optimizes work processes

Persuades

Plans and aligns

Self-development

Qualifications

Required

- Bachelor's degree in communications, public affairs, nonprofit management or related field, or equivalent knowledge/experience.
- Five years or more progressively responsible fundraising experience with responsibility for donor development, cultivation, and solicitation. Experience working cross-collaboratively to increase funding.

Desired

- Major gift planning and solicitation, planned giving experience
- Experience working with affinity groups
- CFRE or related fundraising professional training
- Experience in health and/or health care

Compensation

Salary range: \$80,000-90,000, commensurate with experience

Location

Work can be performed in an office environment or remotely, at the discretion of the Chief External Affairs Officer. Candidate must reside within the Ohio region relevant to the position for which they are applying (Central or Northeast Ohio) and have the ability to conduct frequent in-person visits with donors and prospects within the region.

Application Process

Benefactor Group is pleased to be assisting Planned Parenthood of Greater Ohio with this search. 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:

Benefactor Group Recruitment Team

HR@benefactorgroup.com

<http://www.benefactorgroup.com>

Candidates are urged to visit the Planned Parenthood of Greater Ohio website at:

<https://www.plannedparenthood.org/planned-parenthood-greater-ohio>