



Individual Gifts Officer

The American Civil Liberties Union Fund of Michigan (ACLU-M) is seeking a dynamic Individual Gifts Officer to work with our four-person development team. The Individual Gifts Officer is responsible for implementing and managing ACLU of Michigan's program for acquiring, retaining, upgrading and elevating individual gifts in the \$1,000 to \$5,000 giving range and coordinating additional prospect research.

This position works under the direction of the Director of Philanthropy to ensure a thriving pipeline with measurable churn while delivering on revenue and other metrics on a quarterly and annual basis. The ideal candidate will be well-versed in a variety of donor engagement, stewardship, cultivation and solicitation methods including face to face, phone, email, peer to peer, high-quality direct mail and other platforms. An entrepreneurial spirit, devotion to customer service and dedication to helping donors reach their full potential are essential.

In response to the unprecedented surge of support following the 2016 election, the ACLU-M's Development Department's challenge is to engage and retain our new supporters, identify potential high-level donors, and work to cultivate them and grow their giving, as well as to continue to build on our relationships with existing donors. The Individual Gifts Officer plays a key role in retaining, upgrading and elevating supporters into, and as part of the major gifts program. This position is unique in that it both seeks to feed and augment the major and leadership gifts program through this work, while also spending a percentage of time engaged in frontline fundraising and qualifying and identifying those ready to move up into the major and leadership gifts programs.

The ACLU-M is a statewide organization with offices in Detroit, Grand Rapids, and Lansing. The Individual Gifts Officer will spend the majority of their time engaging donors in Metro Detroit and Ann Arbor, and to a lesser degree in Grand Rapids, and the Traverse City area.

RESPONSIBILITIES:

- Develop, implement and manage ACLU-M's mid-major donor program (individuals in the \$1,000–\$5,000 giving range), including establishing short-term and long-term goals and strategies with a focus on moving donors up and into the major gifts portfolio as appropriate.
- Utilize a variety of methods including face to face, phone, email, peer to peer, social media and hard copy mailings to qualify, solicit, cultivate and steward donors in the \$1,000-5,000 range, with a special focus on retention, upgrades and most especially on identifying donors ripe for upgrade to the \$5,000-10,000 (or higher) portfolio(s).
- In consultation with affiliate and national colleagues, analyze ACLU-M's donor program at this level and help develop strategies for acquiring, qualifying, renewing, and upgrading donors.
- Monitor program performance, and ensure accurate and timely recordkeeping and reporting.

- Manage the production of annual appeals, renewals, and upgrade materials, as well as all other correspondence and stewardship specific to the mid-major programs. Collaborate with the Communications department to ensure consistency with communications, messaging, and solicitations.
- Organize and/or assist with donor stewardship and cultivation small group events in targeted geographies around the State (minimum of 5 per fiscal year)
- Ensure that all donors and donor interactions are tracked accurately and that relevant information is flagged and reported to major gifts staff as appropriate.
- Research, qualify and suggest for assignment to the major gifts portfolio donors who demonstrate, via capacity or behavior, key characteristics in alignment with the major gifts program profile.
- In collaboration with the Development Operations Coordinator, conduct prospect research in accordance with ACLU-M best practices both independently, and as assigned by senior members of the development team.
- Assist with other duties as assigned.

QUALIFICATIONS:

- Demonstrated commitment to civil liberties and civil rights;
- Ability to master and communicate complex subject matter;
- Minimum of 3-5 years of experience in non-profit, foundation or association fundraising, with a proven track record of achieving ambitious revenue targets; CFRE a plus, but not required;
- Strong interest and exceptional skills in communicating with donors and prospects by telephone and face to face to learn more about them and their philanthropic priorities and potential;
- Experience with techniques and use of best practices in mid-major giving including solicitation as qualification, upgrade strategy, and stewardship;
- Excellent writing and verbal skills with a proven ability to craft and implement persuasive talking points and donor correspondence;
- Strong analytic skills;
- Demonstrated creativity, entrepreneurialism, and flexibility in creating and evolving new programs;
- Excellent computer skills, including Microsoft Windows, Word, Outlook and Excel;
- Experience using databases, preferably relational databases such as Salesforce, and email software;
- Ability to travel within the State of Michigan and to work flexible hours when necessary;
- A commitment to diversity; embraces a personal approach that values the individual and respects differences of race, ethnicity, age, gender, sexual orientation and gender identity, religion, ability and socio-economic circumstance; experience in working with a diverse donor pool a plus.

PERSONAL CHARACTERISTICS:

- Desires to work collaboratively on a team and to build and maintain positive relationships with all levels of the organization.
- Possesses strong organizational skills, attention to detail, and ability to manage multiple projects simultaneously in fast-paced, results-driven environment.
- Ability to work with minimal supervision and to meet deadlines;
- A person who assumes the best from colleagues and resolves differences and conflicts directly;

- Strong interpersonal skills, maturity, tactfulness, good judgment, and ability to handle confidential information with discretion.
- An excellent project manager motivated by outcomes and exceeding expectations.

SUPERVISION:

The Individual Gifts Officer reports to the Director of Philanthropy.

COMPENSATION AND BENEFITS

Salary is commensurate with experience and qualifications. Excellent benefits including health insurance and a 401(k) plan. This is a full-time, permanent Band II a position.

Application Procedure

Please submit, in digital form, a detailed letter of interest, resume, and contact information for three references to ACLU of Michigan Director of Philanthropy at IndGiftsJob@aclumich.org. Include Gifts Officer and your name in the subject line of the email.

Application review begins April 6, 2018. Position will remain open until filled.

The ACLU of Michigan is an equal opportunity/ affirmative action employer. Women, people of color, persons with disabilities, returning citizens, and lesbian, gay, bisexual and transgender people are encouraged to apply.

The ACLU of Michigan comprises two separate corporate entities, the ACLU of Michigan and the ACLU of Fund of Michigan. The ACLU of Michigan and the ACLU Fund of Michigan share the same mission, office space, and employees. This job posting refers collectively to the two organizations under the name "ACLU of Michigan."