



Position Job Description – Major Gift Development Director

*Build a career in philanthropy. It could build on experience in sales.
National nonprofit advocacy and rural development organization in Nebraska.*

The Center for Rural Affairs of Lyons, Nebraska is seeking a person to devote his/her professional life to building a better future for rural America. This position offers the opportunity to work in support of our highest values – fairness, opportunity and environmental stewardship – while living and working in rural America.

Position Goals:

- Raise \$6 million by 2018 in new gifts, pledges and planned gifts to the Center for Rural Affairs Granary endowment, which currently has a corpus of \$5 - \$6 million.
- Raise an additional \$150,000 in gifts and pledges for the Center for Rural Affairs National Rural Action Network by the end of 2012 and \$250,000 by the end of 2013. This special short-term fund raising effort was launched to fund a new staff position aimed at doubling the number of people who receive our newsletter, respond to our action alerts on critical rural legislation, and make small annual donations.

Keys to Success:

- Develop and implement a detailed plan that identifies and ranks prospects and provides a schedule of regular contacts for each.
- Make extensive contact with prospective major donors, including face-to-face visits involving travel within the region and across the nation.
- Build strong relationships with prospective donors and deepen their engagement in the work of the Center for Rural Affairs.
- Develop an understanding of various legal vehicles for charitable contributions sufficient to discuss their tax and other implications with prospective donors, but not offer legal advice.
- Close the deal with donors by securing significant gifts that provide meaning, significance and fulfillment to their lives and essential support for the work of the Center for Rural Affairs.
- Work closely with the Executive Director, other Center staff and Center Board members in identifying and approaching major gift prospects.

Major Objectives:

Within 90 days of the start date, complete an integrated strategic plan for major gift fund raising for the Granary endowment and National Rural Action Network. The Center for Rural Affairs has about 2,000 annual donors and 30,000 people who receive our newsletter in paper or online. We have ranked prospects for large gifts and have been in contact with many of the top prospects. The strategic plan should include:

- An updated plan for each of our top 200 prospects including a schedule of contacts and visits.
- A process to continuously identify and cultivate new prospects by analyzing data and drawing on the knowledge of the board, supporters and staff to learn more about donors.
- Organization-wide strategies to get to know more of our supporters and more deeply engage potential prospects in the work of the Center.
- Strategies to build major gift development skills at the Center for Rural Affairs, including the skills of the person filling this position.
- A plan for using for using the Executive Director and Board in major gift development.
- Organizational communication strategies to support development.

Within 150 days of the start date, participate in training/continuing education on securing major gifts and planning major gift campaigns through the Indiana University Center on Philanthropy or an alternative program. (This training will be on Center for Rural Affairs time and at its expense).

Within 180 days of the start date, establish and maintain a schedule of at least 20 face-to-face visits per month with major gift prospects. Making efficient use of time and mileage will require targeting certain areas for multi-day trips and

securing visits with multiple prospects in the area. Center for Rural Affairs supporters are spread across the nation. Some visits will be joint visits in which Center Board members, other donors, or the Executive Director are enlisted to help open the door, build the relationship or request support.

On an ongoing basis participate in the Center for Rural Affairs Program Council (the organizational leadership team), and other committees and teams. Work closely with administrative, communications and small donor development staff to implement technology and processes to record, manage and use information on prospects and prospects visits. Work with the communications team to devise and implement organizational communications that support development. We currently publish a monthly Center for Rural Affairs Newsletter, which sometimes features articles on development, and the quarterly "Insider" newsletter for major gift prospects.

On a quarterly basis facilitate successful board meetings by preparing reports for the Center for Rural Affairs Board and an agenda for the Large Donor and Media Committee of the Center for Rural Affairs Board. Assist the Board Chair of the Granary Corporation, a subsidiary of the Center for Rural Affairs, in organizing quarterly meetings and agendas.

Location: The position will be based in Lyons, Nebraska, though an alternative location may be considered for an extraordinary applicant.

Terms of Employment: \$50,544 with annual cost of living increases plus periodic increases for length of employment. We offer excellent employer paid benefits including:

- Annual training at Center for Rural Affairs expense (Each member of the Center for Rural Affairs staff identifies training opportunities in consultation with his/her supervisor.)
- 13 - 19 days vacation per year (depending on years of service) plus sick leave
- 10 holidays
- Extraordinary health insurance benefits, including fully paid family medical and dental insurance plus Medical Savings Account contributions
- Life and Long-term disability insurance
- Retirement plan contributions after two years employment

Application Procedures: Send your resume to Tricia Darnell, Center for Rural Affairs, POB 136, Lyons, NE 68038 or trishd@cfra.org with a one page cover letter responding to the following questions:

- Why are you interested in this position and how does it fit in your long-term plans?
- What are your key strengths?
- What is your greatest accomplishment?

Deadline: Applications will be accepted until the position is filled. The position will be filled upon finding the right candidate.

The Center for Rural Affairs is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment regardless of their race, color, creed, religion, national origin, sexual orientation, disability, age, marital status or veteran status.

About the Center for Rural Affairs

Mission Statement: Establish strong rural communities, social and economic justice, environmental stewardship, and genuine opportunity for all while engaging people in decisions that affect the quality of their lives and the future of their communities.

Vision: We aim to become the leading force engaging people and ideas in securing a better future for rural America.

Background and Programs: The Center for Rural Affairs was formed in 1973 by rural Nebraskans concerned about family farms and rural communities. It has evolved into one of the nation's leading rural organizations known for its pioneering work to rebuild rural America and its national work to reform federal policy. Our work includes:

- Advocate for public policies that support rural community development, reduce rural poverty, reward environmental stewardship, strengthen family-size farms and small businesses, advance renewable energy development, and expand access to affordable health care.
- Conduct and publish analysis of trends in rural America and public policy.
- Provide loans, technical assistance and training to small entrepreneurs through our Rural Enterprise Assistance Program (REAP), the nation's leading statewide rural microenterprise development program serving 600 rural entrepreneurs each year.
- Support rural community development by linking retiring and beginning farmers, improving access to wholesome food, assisting communities in local development initiatives, and sponsoring Marketplace, the annual conference for rural entrepreneurs in Nebraska and surrounding states.

The Center for Rural Affairs is among the nation's most influential rural organizations. We have a track record of winning state and federal legislation, gaining frequent coverage by the nation's leading media outlets and developing pioneering efforts in rural development.

Values: The work of the Center for Rural Affairs is guided by its values, specifically:

- **Responsibility** to contribute to the betterment of our community and society.
- **Conscience** that balances self-interest with an obligation to community and the common good.
- **Progress** that strengthens rural communities, small businesses and family farms and ranches.
- **Genuine opportunity for all** to earn a living, raise a family and prosper in a rural place.
- **Stewardship of the natural environment** on which current and future generations rely.
- **Widespread ownership and control** of small businesses, farms and ranches by those who work them.
- **Fairness** that allows all who contribute to the nation's prosperity to share in it.
- **Citizen involvement and action** to shape the future.

Those of us who serve on the Center for Rural Affairs staff are provided the extraordinary opportunity to devote our professional lives to working for the things we believe in – in common purpose with people of like mind.

The Principles that Guide How We Work Together: In addition to the values that guide what we work for, we have established principles to guide how we work together. We use these principles as our guide, annually evaluate how well we live up to them and set goals for improvement.

We care about each other. We take the time to show personal interest in each other. We are committed to the success of our coworkers. When they fall down in their work, we help them up. When they succeed, we celebrate their success.

We place service to others over self. We work at the Center to respond to a calling and to make a difference. We often work longer hours and make less than we could elsewhere. But that is offset by the satisfaction of working for the things in which we believe. We work hard and go the extra mile. We focus on what we give rather than what we receive.

The Center is committed to its staff. We provide competitive salaries for the nonprofit sector and excellent benefits. We are attentive to the goals of our staff and help them meet them. We help people to grow by investing in their training. We are flexible in how people do their work. We provide staff the tools they need to do their work well.

We are as committed to internal equity as we are to equity in rural America. We have a relatively flat salary structure and eschew perks and special privileges for our top staff.

We are committed to shared decision-making. Staff has much control over their own work, coupled with accountability, and input on major organizational decisions. We encourage expression of and active listening to different opinions by all staff. We seek consensus, though when unattainable we make decisions and move on as a team.

We are committed to intellectual rigor. We do quality analysis and we do our homework. In taking stands, we are guided by an honest search for what will advance the Center's values, rather than by ideology or political winds.

We are courageous. We do pick our fights to maximize our impact. And we do strive to articulate our message in ways that are not misunderstood and that do not unnecessarily alienate people. But when we engage an issue, we do not falter in standing for what we believe. We are willing to take the heat for it.

We are part of rural America and it is part of us. We do not set ourselves apart to issue pronouncements about what rural people should do or be. Rather, we work with them, engage them, challenge them, develop them, respect them, respond to them and serve them. We strive to speak about issues and do our work in ways they can embrace.

We are practical idealists. We work in service to our values and ideals, yet we are practical in searching for approaches that work in advancing those values and ideals.

We are hopeful, positive and forward-looking. We criticize that which is wrong and learn from the past, but we focus on solutions and the good that can be achieved in the future.

Because we strive to change the course of history, we set high standards for ourselves. We strive to make the Center the nation's premier rural organization and we are committed to continuous improvement – making it and ourselves better and more effective in advancing the values we share.