



Director of Major Gifts | New York, NY

POSITION OVERVIEW

Girl Scouts of the USA (GSUSA) seeks a process-driven and highly collaborative development professional to serve as its new Director of Major Gifts (DMG). This is a rare opportunity to join the preeminent leadership development organization for girls at a moment of renewed purpose. The DMG will draw upon GSUSA's extraordinary assets to support the individual giving program by identifying and cultivating new bases of support as well as inspire the existing loyal donor base to higher levels of philanthropic support.

Firmly rooted in its mission to build girls of courage, confidence, and character, who make the world a better place, GSUSA is a beloved brand with global visibility, an empowering and clear charge, deep grassroots reach, a community-building approach, and event platforms on local, regional, national and international levels. Right now, girls are facing unprecedented challenges such as school closures and the threat of learning loss, disrupted routines and the isolation that comes with social distancing. They are coping with illness or fear of illness with some absorbing the stress of their families' financial hardships. Girls are also grappling with the issue of racial injustice and coming to understand their part in the future of social justice.

Despite the challenges presented, GSUSA is continuing to prepare girls to take the lead, explore their passions, and make the world a better place for generations to come. The DMG will contribute to building momentum across the movement, and directly generate the resources needed so that girls can walk boldly towards sisterhood, justice, and fairness.

With an alumnae base of 50 million and supporters around world, GSUSA garners significant philanthropic support through corporate and planned giving programs, as well as membership and merchandise revenue, yet there remains significant untapped potential in the area of individual giving. The DMG will work collaboratively with the Vice President of Strategic Philanthropy & Planned Giving, National Board of



Directors, and council leadership throughout the United States to identify, prioritize, research and deepen relationships with existing donors who have unrealized potential to provide a higher level of support if cultivated more personally and purposefully.

Reporting into the Vice President of Strategic Philanthropy & Planned Giving, Harriet Hessam, the DMG will execute a cohesive individual giving fundraising strategy with a focus on uncovering new areas of support; personally develop and cultivate a portfolio of major donors, initially focusing at the \$500-\$25K level, while carefully pursuing new and assuming existing relationships with high net worth major donors up to the \$1M+ level; and champion strong, mutually-beneficial relationships with local councils to advance the impact of individual giving on behalf of the entire organization.

An ideal candidate will have a minimum of 5-7 years of experience in donor cultivation and relationship management, demonstrated success identifying new donors, display proficiency in data analysis and reporting, and a track record of personally raising five- and six-figure gifts, preferably within a federated non-profit or youth-serving organization. They will have a demonstrated ability to strategically identify, cultivate and successfully solicit donors and prospects both through personal calls and jointly with institutional leadership, and to communicate organizational mission in ways that excite and entice donors and potential champions.

The DMG should demonstrate an exceptional talent for building and sustaining relationships both externally and internally, and for driving results collaboratively. They should have the charisma, cultural sensitivity, and communication skills necessary to tailor messages to various audiences and be an effective representative of GSUSA to its diverse constituents.

RESPONSIBILITIES

Fundraising

- Work closely with the Vice President of Strategic Philanthropy & Planned Giving to create a multi-year strategic individual giving development plan for Girls Scouts of the USA, with attention to building a robust prospect pipeline that ensures the growth of individual giving.
- Make strategic use of the Vice President's, Chief Fund Development Officer's, and interim CEO's time and efforts to advance key relationships and gift discussions.
- Oversee the identification, cultivation, and engagement of individual donors at all levels (\$500-\$1M+) to advance the mission of the organization as well as its fundraising aspirations, and personally carry a portfolio of individual donors.
- Contribute to fundraising activities that strengthen alliances with current donors and ensure that they are informed, acknowledged, and involved.
- Direct coordination of strategic events involving individual prospects and donors, and the recognition of major gifts and campaign gifts including letters, press releases, events, plaques and gifts.
- Utilize reporting tools and data analysis to tailor stewardship efforts for individual donors (high net worth and Lifetime Members), as well as assess new and additional stewardship programs.

Collaboration

- Embodying the character of a true Girl Scout, build strong personal and professional relationships with organizational leadership, National Board of Directors, headquarters staff, volunteers, professional staff in local Councils, and friends connected to the GSUSA Movement community, and serve as a resource, advocate, and spokesperson for development programs at GSUSA.
- Be mindful of the potential for shared opportunities for dual asks, donor cultivation and engagement in concert with colleagues in Corporate Initiatives & Institutional Giving and Planned Giving.



- Help develop systems, processes, and policies with peers in other departments to ensure accountable team interactions and collaborations across the institution.
- Leverage the individual and collective perspectives of council CEOs to fully understand the unique needs of each program and how these may translate into funding initiatives.
- Identify areas of synergy and opportunities for shared success with the councils.

QUALIFICATIONS

This is an exciting opportunity for a seasoned professional to assist a celebrated organization with ambitious goals to fuel the empowerment and potential of girls. The ideal DMG will have the following personal and professional qualifications:

- Commitment to Girl Scouts' mission and goals, with an understanding and respect for building girls of courage, confidence, and character who make the world a better place.
- Bachelor's degree or equivalent work experience.
- A minimum of 5-7 years' experience fundraising from individuals.
- Demonstrated ability to think strategically about relationships with donors and prospects, and to communicate organizational mission in ways that are exciting and enticing to donors.
- A roll-up-your-sleeves approach to the work, including a capability and agility around data analysis to support the individual giving program.
- Superior oral and written communication and interpersonal skills. Ability to forge strong working relationships and work collaboratively with staff at headquarters and local councils to pursue gifts that follow the donor's lead and support the mission.
- Demonstrated ability to understand and clearly articulate programmatic areas of the organization – both at the council level and the headquarters level – and to synthesize these concisely and persuasively in verbal and written form.
- Demonstrated ability to multi-task, prioritize, and thrive in a fast-paced environment.
- An exceptionally high level of comfort in reaching out to colleagues and prospects alike to establish contact and develop relationships.
- The confidence and relationship savvy to initiate high-level donor discussions, along with the willingness to act resourcefully, authoritatively, and resolutely.
- Experience working in an affiliated nonprofit structure, or similarly structured organization, is a strong plus.
- Prior exposure to the Girl Scout program is desirable.
- Capacity for frequent domestic travel.

APPLICATION INFORMATION

Girl Scouts of the USA is an Equal Opportunity Employer and does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, basis of disability or any other federal, state or local protected class. Learn more about the Girl Scouts of the USA by visiting <https://www.girlscouts.org/>.

Pearl Street Collective has been retained to assist in this recruitment. Managing Partners Adele Mezher and Maeve Clifford are leading the search. To submit your application for the Director of Major Gifts position, please send your resume and letter of interest to hello@pearlstreetcollective.com.