



## Major Gifts Officer

**Reports to:** Executive Director  
**FLSA Status:** Full time, Exempt  
**Pay Class:** Seniority  
**Date Written/Revised:** January 2023

### ORGANIZATION

Planet Word ([www.planetwordmuseum.org](http://www.planetwordmuseum.org)) is a new interactive museum that brings language to life with unique, immersive experiences for people of all ages. Nothing like it exists anywhere else in the world. Established in 2013 by CEO and Founder Ann Friedman, the museum found a permanent home in the historic Franklin School, at the corner of 13th and K streets in the heart of Washington, D.C. The building underwent an extensive interior renovation and opened its doors to the public in October 2020. We are now expanding our team of professionals who share our love of the written and spoken word and are driven to bring an idea to life by supporting the museum as we grow into a full capacity organization.

*Planet Word's policy is to provide equal opportunity employment (EOE) to all persons. Planet Word recruits, trains, compensates, and promotes regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status. Planet Word's commitment to promoting diversity, multiculturalism, and inclusion is clearly reflected in the stories we tell. At Planet Word, we strive to provide a forum for civil discourse and to be a place where community, in all its vibrant diversity, can gather to share the words that bridge differences and forge solutions.*

### POSITION

Planet Word is looking for a creative and experienced fundraiser to grow our portfolio of major gifts. This is a unique opportunity for a development professional with success in individual major gifts fundraising and experience in development team building to become an integral part of a small, but dynamic team that opened and is growing one of the newest and most popular museums in the DMV region and beyond. The Major Gifts Officer will play a vital role in leadership within the development team, and work closely with the museum's executive leadership to develop relationships with donors who have the capacity to contribute significantly to the financial sustainability of the museum's programming and operations.

### ESSENTIAL FUNCTIONS

Provide fundraising guidance for the development of an overall Museum Strategic Plan for FY23-25.

Secure major gifts at the \$25k to \$1M+ level that includes initially raising \$3m per year in philanthropic revenue with the goal of raising \$5m annually in philanthropic revenue within a reasonable and agreed upon time.

- Work closely with the founder and executive director to evaluate previous donors to the original capital campaign and convert them utilizing both major gift and annual campaign methods.
- Identify major gift prospects. Analyze and predict a donor's propensity, capacity, and enthusiasm to give. Gather pertinent data to determine the best candidates for the major gifts program.
- Cultivate major gift prospects. Invest the necessary time and energy to build relationships designed to understand the donor/prospect goals with the expressed purpose of alignment with museum mission and objectives.

- Solicit major gift prospects. Move prospective major donors along the donor pipeline ready to receive appropriate asks based upon donor intent and interest. Assist the board and other staff with their solicitations.
- Steward major gift donors. Develop stewardship strategies that continue the major gift relationship for future gifts and planned giving opportunities. Customize the cultivation strategy for each donor.
- Manage a portfolio of prospects and major gift donors who fit the strategic museum advancement priorities, thereby adding significant capacity in the areas of Operations, Planned Giving, and Endowment.
- Report on fundraising plans, donor solicitations identification, cultivation, campaigns (capital and annual) and stewardship efforts regularly using specific metrics.
- Offer prospect strategy counsel to the CEO. Provide guidance for the CEO's major gift meetings and solicitations including preparation of donor profiles, talking points, and presentation materials.
- Work collaboratively, under the direction of the executive director, with the deputy director, and development staff and contractors to accomplish museum funding goals. Meet with other departments, as needed, to ensure alignment of goals. Match goals to museum's strategic plan.
- Review and advise on the organization's current donor stewardship strategy including reviewing and revising communications materials, donor benefits, giving systems and tools.
- Track prospects and donor contacts in portfolio using organization tools and tracking methods via Salesforce. Ensure that all donor information entry, storage, and special requests are recorded and accomplished.
- Work collaboratively with development staff to compose letters, compile appropriate invitation lists, secure sponsors, and support planning for fundraising and cultivation events.
- Acknowledge major donors through public and private recognition.
- Provide expertise in the planning and development of an eventual endowment campaign. Craft approach and tactics that maximize the leverage of a significant initial gift and which include designing the scope of campaign, timing, and donor prospect strategies within context of Strategic Plan and Annual Operating goals.

## **QUALIFICATIONS AND SKILLS**

- Demonstrated success as a front-line fundraiser.
- Well-honed skills in developing donor cultivation and solicitation strategies.
- At least ten years of professional experience in nonprofit fundraising.
- A commitment to Planet Word's mission and values.
- Outstanding interpersonal skills; a high level of comfort with direct donor interaction, including discussions of personal and family finances.
- Well-developed communication skills, including excellent writing ability and public speaking skills.
- Knowledge of, and ability to use, fundraising databases, particularly Salesforce.
- Creativity, energy, confidence, and integrity. High level of discretion and respect for donor privacy.
- Initiative and independence combined with the ability to work well as part of team.
- A valid driver's license and ability to drive.
- Willingness to travel when necessary.

## **WORK ENVIRONMENT and PHYSICAL DEMANDS**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

*Physical abilities to perform all core functions and duties of the position, including but not limited to the following: ability to communicate clearly; visual acuity including but not limited to color vision, depth perception, central and peripheral vision, close vision, visual acuity to read, and visual acuity to view a computer monitor for long periods; manual dexterity to operate a computer keyboard for long periods. The employee is frequently required to reach with hands and arms and required to stand, walk, stoop, or kneel.*

**SALARY AND BENEFITS**

\$140,000 - \$170,000 /year

Planet Word offers a generous benefits package including:

Full employee medical, dental, vision, life, STD/LTD/AD&D coverage plus 50% dependent share and 403(b) plan  
PTO: Vacation, holidays, personal days

Planet Word's policy is to provide equal opportunity employment (EOE) to all persons. Planet Word recruits, trains, compensates, and promotes regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status.

**TO APPLY**

Please send your resume and a letter of interest via email to:

[Careers@planetwordmuseum.org](mailto:Careers@planetwordmuseum.org)

Subject: Major Gifts Officer