



Position Title: Major Gifts Officer

GENERAL INFORMATION

Department: Advancement

Title of Immediate Supervisor: Director of Advancement

Salary Range: \$70,000-\$80,000 per year

Hours: Full-time, Exempt

Best Consideration Date: Friday, July 19, 2024

POSITION INFORMATION

Position Summary/Purpose:

The Washington Performing Arts **Advancement team**—a creative, lean, and collaborative collective of arts professionals—seeks an experienced and dynamic **Major Gifts Officer (MGO)**. Reporting to the Director of Advancement, the MGO is responsible for growing the corporate giving portfolio, cultivating diplomatic and government relationships, and managing Washington Performing Arts’s Board and Junior Board pipelines in support of the organization’s mission, vision, and growth.

A key member of the Advancement team, the MGO will establish effective, strong working relationships with Director of Advancement, Washington Performing Arts President & CEO, the Board of Directors, Junior Board, President Emeritus, and other Management and Advancement colleagues to coordinate and execute immediate and long-term fundraising initiatives. As a self-motivated, externally facing frontline fundraiser, the Major Gifts Officer will possess an entrepreneurial spirit and carry great enthusiasm for building and growing meaningful partnerships with corporations, local businesses, and individuals, have a proven track record of success in fundraising, and be passionate about diversity, equity, and inclusion and the performing arts. The MGO will facilitate connections between the right WPA ambassador (CEO, Director, Board Member) and new prospects for support.

The MGO develops and advances strategies and relationships to engage the corporate, diplomatic, and congressional communities, and other elected and appointed officials in Washington, D.C. to the advantage of Washington Performing Arts and its programs, with a focus on institutional visibility and well-aligned partnerships. In addition, this candidate serves and collaborates with other departments as project coordinator in various programs and events. The MGO will also build and support a portfolio of prospects for the CEO.

This is an exciting role that offers excellent opportunities to work with a collaborative, supportive, and passionate team and volunteers while working to enrich our community with vibrant performing arts experiences.

Key programs and giving opportunities to leverage include:

- **Performance Sponsorships** - Secure sponsorships for dozens of music and dance performances each season, covering a broad spectrum of genres including classical, jazz, gospel, chamber, and contemporary;
- **Education and Community Engagement Programs** - Cultivate connections that support the organization's robust gospel music programming and training, community--based cultural programming, global art forms, and instrumental and vocal programs developed in partnership with D.C. public schools;
- **Washington Performing Arts's World in our City initiative** - Develop and implement strategies to weave together programs with global focus including featured programming on the annual presenting season, the Embassy Adoption Program (in partnership with D.C. Public Schools), and Mars Arts D.C.; and
- **Special Event Sponsorships** - Identify and secure special events sponsorship opportunities including a large-scale annual Gala, the quadrennial Inauguration Weekend Brunch, and special productions like Marian Anderson 75th Anniversary Concert and Hazel Scott 101st Birthday Celebration

Essential Duty #1: Portfolio Management: Corporate/Institutional/Diplomatic Entities Cultivation, Strategy, and Solicitation
Percentage: 80%

- **Develop Strategies to Increase Corporate Giving and Engagement** - Identify, cultivate, and solicit prospective corporate donors, as well as diplomatic entities, and develop strategies to increase their level of giving and full engagement with Washington Performing Arts. Mobilize the Board and CEO as sources of connections, and as points of contact in achieving goals in this area.
- **Donor Portfolio Management & Building** - build, manage, and grow a portfolio of 40+ active and prospective corporate supporters for annual, special, or multi-year gifts beginning at \$5,000 and extending to five and six figures; support and grow an annual portfolio goal of more than \$350,000 in contributed revenue. Ensure that CEO is engaged in cultivating and recognizing major gifts.
- **Board of Directors/Corporate Donation Cultivation and Stewardship** - In close collaboration with the Director of Advancement and President & CEO, serve as primary relationship manager for Washington Performing Arts Board of Directors members who also hold Corporate Board seats, to facilitate corporate donations, giving and stewardship. Work closely with key Board Members in building portfolio of contacts for WPA and the Member to cultivate.
- **Strategic Partnership** - Develop engagement and relationship-building strategies for legislators and representatives at the local, state, and federal level, diplomatic entities, and related associations, to support direct fundraising initiatives, often in partnership with the Director of Advancement and President and CEO

- **Project Reporting** - Submit periodic progress and final project reports to fulfill donor compliance expectations, via corporate funding and diplomatic portals
- **Creation of Stewardship Materials** - Create stewardship materials by working with programmatic colleagues and design colleagues to generate annual reports, e-news vehicles, and other collateral as needed
- **Special Events Engagement** - Manage corporate and diplomatic engagement and participation connected to the Annual Gala and Auction, and other large-scale special events like the Quadrennial Inauguration Weekend Brunch

Essential Duty #2: Board and Junior Board Governance

Percentage: 20%

- **Board Governance** – Work closely with Director of Advancement and President & CEO to support the Governance, Board Engagement, and Equity Committee to manage board pipeline, prepare meeting materials, and track committee tasks and activities.
- **Board Prospecting** - identify, research, and qualify prospective board members via wealth screening tools, phone calls, and in person conversations, and track activity in Tessitura.
- **Develop and Pitch Proposals** - Build a pipeline and develop and pitch proposals for corporate donors and prospects, and for diplomatic entities that could be supportive of Washington Performing Arts
- **Junior Board Facilitation** - Facilitate and leverage Junior Board relationships within the corporate, diplomatic, and government communities

Supervisory Responsibility: N/A

Number of Direct Reports: N/A

Minimum Qualifications:

- 4+ years of experience in fundraising
- Some college coursework in a related field, or an equivalent combination of education and experience
- Proven track record of success in cultivating, soliciting, and closing gifts of \$5,000 to \$50,000, and ideally six figures as well, from corporations and individuals
- Proven ability to set goals strategically and oversee execution
- Experience working with an energetic and engaged CEO and positioning them for success in building support
- Experience managing and partnering with Board members, high-level volunteers, and executive staff
- Proven ability to interact with and influence philanthropic leaders

- Ability to manage multiple tasks and deadlines independently and to work effectively and cross-functionally with internal and external constituents
- Demonstrated commitment to and interest in, the performing arts

Qualifications and Essential Capabilities

- Ability to proactively design initiatives and proposals to engage donors and prospects
- Genuine interest in a wide range of people and a diverse array of programmatic content, preferably in the arts world
- Collaborative team player
- High degree of personal initiative and accountability
- Superlative written and verbal communication skills
- Creative and strategic thinking skills
- High level of discretion and ethical approach to fundraising
- Good judgment, tact, and patience
- CRM experience (ideally, Tessitura or Raiser's Edge)
- Affinity for the performing arts and commitment to DEIAB (diversity, equity, inclusion, accessibility, and belonging)
- Relationships in the local D.C. business community, on Capitol Hill, and within the diplomatic community a plus

Specific Conditions of Work

- Completion of a satisfactory criminal background check prior to start of employment
- The Major Gifts Officer is a full-time position with office hours from 9:00 a.m. – 5:00 p.m., plus additional duties and activities at performances and events that are above and beyond regular office hours.
- Hybrid work schedule: 3 days minimum in office
- Must be able to staff events on evenings and weekends as well as attend social and networking events on behalf of Washington Performing Arts
- Must have reliable transportation

How to Apply:

- Send cover letter and resume (in attachment format) to hr@washingtonperformingarts.org with position title in subject line.
- For best consideration, please send applications by **July 19, 2024**

Please note: Applications without a cover letter will not be considered.

About Washington Performing Arts:

<https://www.washingtonperformingarts.org/?t=1>

One of the most established and honored performing arts institutions in America,

Washington Performing Arts has engaged for more than half a century with artists, audiences, students, and civic life. The city is truly our stage: for decades, in venues ranging from concert halls and clubs to public parks, we have presented a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, gospel music, jazz, culturally-specific genres, dance, and more. We also have an ever-expanding artistic and educational presence on the internet, envisioning ongoing opportunities for online connection and community.

Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events online and in myriad performance venues and neighborhoods, we engage international visiting artists in community programs and introduce local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through residencies and education programs. Our achievements have been recognized with a National Medal of Arts and with three Mayor's Arts Awards from the DC Government. We have now embarked upon our second half-century, ever inspired by the motto of our founder, Patrick Hayes: "Everybody in, nobody out."

Organizational Diversity and Inclusion:

Washington Performing Arts is committed to diversity, equity, inclusion, and access in all aspects of our work. In keeping with our mission and guiding principles, we seek, represent, and welcome a multiplicity of voices in everything we do from programmatic content to the composition of our board and staff. Accordingly, we seek to build a team that reflects and meets the needs of the community we are part of and serve. While we have made important progress, we continue to pursue that goal through intentional, focused learning and action. Hiring a diverse workforce is but one component—we strive to make Washington Performing Arts ever more inclusive, and true to our founder's guiding ethos of "everybody in, nobody out." To gain the maximum benefit from our increasingly diverse team, we wish to make every employee feel welcome and motivated to do their best work. We know that we work better together in service of Washington Performing Arts' mission, because of our differences, not despite them.

Equal Employment Opportunity Statement

Washington Performing Arts subscribes to a policy of Equal Employment Opportunity and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance, sexual orientation, family responsibilities, matriculation, or political affiliation. Washington Performing Arts' employment decisions are made based on the needs of the organization and qualifications of the applicants and employees.