



**JOB DESCRIPTION  
DIRECTOR OF MAJOR AND PLANNED GIFTS**

**THE ORGANIZATION:**

Broward Public Library Foundation (or the Foundation) in Fort Lauderdale, Florida, is seeking a senior-level Director of Major and Planned Gifts to raise the funds necessary to provide private philanthropic support for the dynamic Broward County Library system. The Foundation desires to increase its capacity to help the library system continue to grow, change and thrive to best serve the community through building its major and planned giving programs.

The Foundation board of directors is composed of enthusiastic volunteers who are passionate about the missions of both the library system and the Foundation. The outgoing and incoming board chairs are totally committed to this enhanced fundraising direction and will, along with the executive director, also be outstanding partners to the new Director of Major and Planned Gifts. They are more than ready to move beyond special events, to connect more meaningfully with individuals and businesses in order to help them achieve their philanthropic goals through partnering with the Foundation and its inspiring work.

Dorothy Klein, the Foundation's long-time executive director (ED), is a well-known and highly respected community leader. She is totally committed to all aspects of fundraising, including asking for gifts when appropriate. She is very adept at donor stewardship and has formed close relationships with select major donors over the years. These factors will make the job of the successful candidate easier.

This is a very exciting time for libraries and their communities. The role of public libraries has changed from a recreational reading and research center to an active, vital community center, addressing such pressing everyday issues as literacy, workforce training, small business resources and quality of life.

Broward County Library, the ninth largest library system in the country, was named Florida's Library of the Year for 2015. Its mission is to provide convenient access to a full range of innovative and cost-effective services that satisfy the changing needs of Broward County residents for information, education and recreation. Since it began in 1974, the Broward County Library system has grown from two city libraries with a \$1.3 million operating budget to 39 libraries with a \$60.5 million budget.

More than one million people – almost 60 percent of Broward County's population – have library cards.

Founded in 1982, the Broward Public Library Foundation is the spark that ignites private funding and endowments to enhance the Broward County Library System. Since its inception, the Foundation has provided more than \$20 million for endowment and program services at 39 branch libraries countywide. Now more than ever, the Foundation is needed to fill the gap between funding from county taxes and the cost of essential library programs such as the Summer Learning Program, SAT/ACT classes for high

school students, computer classes and two major annual children's festivals. Today, the Foundation has more than 850 members, contributing at levels ranging from \$35 to \$1,000. The Foundation's major fundraiser of the year is Literary Feast, which each spring brings about 15 nationally known authors to Broward County to meet with library donors and high school students in events that celebrate the written word.

#### **GENERAL PURPOSE OF THE POSITION:**

The Director of Major and Planned Gifts will report to the ED. He/she will be responsible for bringing in outright gifts to the Foundation primarily at the \$10,000 level and above, as well as to create, market and build the planned giving program. (The Foundation currently has a charitable gift annuity program in place.) He/she will be experienced in the fundamentals of fundraising and in working with volunteer leadership, with documented success in researching/identifying, qualifying, cultivating, and soliciting prospects and donors. This individual will be expected to secure gifts through face to face visits, strategic involvement of trained volunteers and a comprehensive major and planned gifts plan and tracking system. He/she will also be involved in the planning and execution of the Foundation's signature event, Literary Feast, especially with regard to corporate sponsorships and the silent auction.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Thoroughly familiarize him/herself with the programs of the Broward County Library system as well as of the Broward Public Library Foundation
2. Establish an ongoing, meaningful relationship with all board directors individually
3. Create, manage, work and constantly evaluate the effectiveness of the major gifts and planned gifts programs
4. Identify, cultivate, build relationships with and steward prospects and donors with the ability to make four to seven figure gifts
5. Work closely with the ED and other Foundation staff to ensure that the two programs seamlessly integrate with membership appeals for all special events – in other words, that the staff work as a team to identify, cultivate and steward major and planned gifts prospects and donors in all of their engagements/touch points with the Foundation
6. Play a significant role in the planning and execution of the Foundation's signature event, Literary Feast, as required, especially with regard to corporate sponsorships and the silent auction
7. Create individual gift strategies, prepare written proposals as appropriate, work with staff to create collateral materials as needed
8. Set and achieve realistic goals for the number of prospects/donors to be included in the portfolio, as well as other measures of achievement (e.g., visits per month, number of gifts closed, total amount raised, number of planned gifts closed, etc.)
9. Revive the Foundation's legacy society to recognize planned gift donors and to market the program to prospects
10. Once approved by the Broward County Commission, create, with the ED, a county-wide library naming rights program for both major and planned gifts
11. Work closely with corporations to deepen existing relationships and to grow and build long-term partnerships

12. Partner with (and provide solicitation training as/if needed to) the ED and board directors who will be involved in the major and planned gifts programs
13. Serve as a primary solicitor for all appropriate fundraising solicitations, as well as provide coaching and support for others where they are in a better position to make the primary “ask”
14. Serve as an effective speaker/presenter for the Foundation as appropriate
15. Play a role in professional organizations, as appropriate
16. Maintain a working knowledge of proven practices, significant developments and trends in philanthropy, nationally and in the Southeast Florida region, adapting fundraising strategies as appropriate
17. Undertake other projects and duties as assigned by the ED

### **DESIRED MINIMUM QUALIFICATIONS:**

#### *EDUCATION AND EXPERIENCE:*

1. Bachelor’s degree (minimum) and specialized training in fundraising practices
2. Progressively responsible general, major and planned gift experience as evidenced by a portfolio of samples and documentation of accomplishments
3. Proven track record of personally closing major and planned gifts, and stewarding donors successfully
4. Has some experience with promoting his/her own programs

#### *NECESSARY KNOWLEDGE, SKILLS AND ABILITIES:*

1. Knowledge of proven practices in fundraising
2. Knowledge of the changing world of libraries and a passion for libraries and literacy
3. Superior problem-solving, analytical and planning abilities
4. Outgoing with effective relationship-building skills
5. Knowledge of how to maintain a productive and mutually-beneficial relationship with individuals, businesses and his/her own team
6. Business acumen and fiscal knowledge
7. Is good at “connecting the dots”
8. Computer literate and familiar with fundraising databases (the Foundation uses Raiser’s Edge)
9. Familiar with wealth screening and other prospect research tools
10. Culturally sensitive
11. Self-directed
12. Strong writing skills resulting in persuasive, compelling, and grammatically correct communications
13. Strong presentation and interpersonal skills, including the ability to listen, empathize and influence
14. Well-organized yet flexible, with the ability to manage competing priorities, execute plans and pay attention to detail
15. Ability to work well independently and as part of a team
16. Excellent networking skills
17. Ability to succeed under pressure
18. Has a valid driver’s license

**SUPERVISION EXERCISED:**

The Director of Major and Planned Gifts will not have direct supervisory responsibilities over Foundation staff, who, given that the Foundation's purpose is to raise funds, report to the ED.

**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. This position will require local and perhaps some non-local travel. While performing the duties of this job, the employee is frequently required to sit, stand, talk, hear, drive, use a computer and be present where alcohol may be served.

**WORK ENVIRONMENT:**

The Library Foundation is located on the 8<sup>th</sup> floor of the Main Library, 100 S. Andrews Ave. in downtown Fort Lauderdale. The 8<sup>th</sup> floor is the administrative floor, and includes meeting rooms and an employee lounge. The Library includes the Creation Station, with 3D printers and other technology, an art gallery space, a Moon Rock exhibit, the Bienes Museum of the Modern Book and its rare book collection, and teen spaces for new media initiatives. The Foundation office has separate offices for the Executive Director; Major Gifts and Planned Giving Officer; and Special Events Manager, and a cubicle for the Associate Development Director/Grants Writer. The Main Library is within walking distance to Las Olas Boulevard, the Himmarshee Village area and the NSU Art Museum. A Fort Lauderdale city parking garage is adjacent to the Main Library.

**SALARY:**

\$70,000 - \$85,000 plus benefits. The salary is dependent on documented track record.

**EMPLOYMENT DISCLAIMER:** *This job description is not a contract. Management reserves the right to change its contents at any time. The Broward Public Library Foundation complies with the guidelines set forth in the Americans with Disabilities Act of 1990 and does not discriminate on the basis of race, color, religion, national origin, ancestry, sex, age, disability, or status as veteran. The Foundation is an Equal Opportunity Employer.*

CoreStrategies for Nonprofits, Inc. is handling the search. All résumés or questions should be directed to Terrie Temkin at [TerrieTemkin@CoreStrategies4Nonprofits.com](mailto:TerrieTemkin@CoreStrategies4Nonprofits.com) and Gail Meltzer at [GailMeltzer@CoreStrategies4Nonprofits.com](mailto:GailMeltzer@CoreStrategies4Nonprofits.com).