Position Title: Major Gifts Coordinator  
Reports to: Senior Director of Leadership & Legacy Giving Programs  
Classification: Non-Exempt  
Date: February 2020

I. Summary/Objective
The Major Gifts Coordinator assists with sustaining and growing the Leadership & Legacy Giving program. The Coordinator manages all donor events, oversees the solicitation of all leadership donors, provides concierge service to mid-level donors, coordinates the vehicle donation program and responsible for the production of leadership and legacy marketing efforts in print, website and on-air.

II. Essential Functions
1. Coordinate donor events. Work with various departments to ensure: availability of space, creation of digital and printed invitations, and volunteers. Work with graphics department to design all invitations and send a minimum of four weeks prior to event. Work with schedules of staff and special guests for their availability to speak at events. Establish relationships with outside vendors for locations, supplies and refreshments for events. Generates invitations lists.
2. Develop all print and online solicitation materials as outlined in the annual solicitation plan. Generate lists each month for specific mailings i.e.: TV renewal, Classical 94.5 WNED challenge, and fiscal year end. Coordinate with graphics department for appropriate approvals. Work with printer for external mailings and volunteer coordinator for internal mailings. Work with digital marketing for digital follow up to each appeal.
3. Serve as primary contact for Founder and Prospect level donors, and provide them with concierge level service.
4. Build awareness of leadership and legacy giving opportunities among current members and prospects using: quarterly newsletter, website, social media and on-air spots. Regularly update video, photographs and copy on the appropriate sections of the website. Utilize PBS, NPR and CARS resources for on-air spots, copy and ads. Serve on internal web and cross promotion committees.
5. Production of Quarterly Newsletter- Generate quarterly digital & printed Leadership Report with input from Senior Director, Development Coordinator and other staff at WNED | WBFO. Coordinate with graphics department for appropriate approvals.
6. Coordinate vehicle donation program- send timely acknowledgments, import donors into major donor module, update print ads and radio and tv spots regularly.
7. Generate follow-up letters to “challenge” donors after each pledge drive. Maintain Master Challenge list. Work with Sr. Director of on-air fundraising to accomplish timely accurate correspondence.
8. Assist in the annual “clean-up” of donor records in the major gifts module.

III. Required Education and Experience
1. Bachelor’s degree in Marketing, Communications or related field.
2. 2+ years’ experience in fundraising, preferably with major giving, planned giving or other relationship building
3. Proven ability to develop and execute special events.
4. Demonstrated ability to communicate effectively with people and provide friendly and helpful service to high level donors.
5. Excellent writing and organizational skills
6. Must be able to multi-task
7. Should be available for night/weekend events as needed
8. Strong computer skills, including Word and Excel (mail merge) and fundraising databases

IV. Supervisory Responsibility
This position has no supervisory responsibility.

V. Position Type/Expected Hours of Work
This is a full-time position. Hours of work are Monday through Friday, 8:30 a.m. to 5:00 p.m., 40 hours per week. Some weekend and evening work may be necessary.

VI. Travel
Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

VII. Physical Demands
This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

VIII. Other Duties
Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

IX. EEO Statement
Buffalo Toronto Public Media is an Equal Opportunity Employer committed to excellence through diversity and inclusion.