

American Red Cross

Gift Planning Officer- Indiana/Kentucky

(remote but must live in market to visit donors)

As one of the nation's premier humanitarian organizations, the American Red Cross is dedicated to helping people in need throughout the United States and, in association with other Red Cross networks, throughout the world. We depend on the many generous contributions of time, blood, and money from the American public to support our lifesaving services and programs. If you share our passion for helping people, join us in this excellent career opportunity.

Summary:

The Gift Planning Unit at the American Red Cross seeks to secure planned gifts supporting any component of the organization's mission and to establish the Red Cross as the charity of choice for such gifts.

Reporting to the Director of Gift Planning, the Gift Planning Officer develops, designs, and implements the gift planning program within the region, focusing on new gift commitments for the organization. This role includes identifying, qualifying, cultivating, soliciting and stewarding gift planning prospects and donors in the Regions. The Gift Planning Officer will be responsible for developing strategies to increase funding capacity and maximize donor relationships.

Responsibilities:

- Develops and manages the gift planning strategy for a portfolio of prospects throughout the Regions to support Red Cross programs and services.
- Develop, lead, and implement strategies to substantially grow membership of the Legacy Society.
- Maintains and enhances a stewardship program for all planned giving donors. Raise and enhance the profile of the Legacy Society.
- Deliver training as appropriate on gift planning to advance knowledge and foster opportunities in gift conversations and strategy development.
- Remain current in gift planning trends and fundraising techniques by attending meetings and conferences and participating in training programs.
- Provides technical assistance to help the Regions increase its fundraising capacity to solicit planned and current gifts.
- Cooperates with various local financial planning and estate planning associations to plan meetings that maximize the Red Cross position as the charity of choice for bequests, trusts, retirement funds, life insurance policies, and life income arrangements.
- Supports the reporting by the Region of all estate documents to the Office of General Counsel.
- Communicates with the Director of Gift Planning on a regular basis about donor and gift activity. Utilizes development prospect management system to facilitate regular reporting of donor and gift activity and to manage achievements of fundraising and personal goals.

Qualifications:

- A Bachelor's degree, or equivalent years of experience is required, and an advanced degree is preferred.
- A minimum of five years in major gift or gift planning fundraising with successful cultivating and soliciting experience is preferred. Experience promoting and managing such programs is highly desirable. Experienced candidates from the financial, estate and/or philanthropic planning, law, and trust administration fields are encouraged to apply.
- Knowledge of the technical aspects of planned giving vehicles as well as an extensive knowledge of fundraising principles and techniques in a large organization is desired.
- Excellent written and oral communication skills, including presentation, negotiation, and strong interpersonal skills are required.
- Strong organization skills and good attention to detail are essential. Demonstrated tact and diplomacy in difficult or sensitive situations is essential.

Check out the posting below:

https://americanredcross.wd1.myworkdayjobs.com/American_Red_Cross_Careers/job/Statewide-IN/Gift-Planning-Officer_RC59816