



Charles E. Smith Life Communities Director, Major and Planned Gifts

Overview and History:

Founded in 1910 as the Hebrew Home for the Aged, Charles E. Smith Life Communities (CESLC) traces its origins to a compassionate initiative. A small collective of individuals recognized the pressing need to provide housing, sustenance, and support for aging members of the Jewish community. Over the past century, CESLC has burgeoned into a multifaceted nonprofit organization situated on a 38-acre campus in Rockville, Maryland, serving over 1,100 older adults daily. CESLC operates various residences offering comprehensive services tailored to support seniors at different stages of aging, including independent living, assisted living, long-term care, rehabilitation, outpatient medical services, in-home care, advocacy, and expert medical support.

CESLC is now hiring a **Director, Major and Planned Gifts** who will serve as a front-line major gift officer, cultivating, soliciting, and stewarding a portfolio of prospects with the objective of maximizing their leadership and philanthropic engagement. The Director will develop and implement strategies to raise major and planned gifts as well as government grants. The ideal candidate will have at least eight years of frontline fundraising experience, with a history of successfully securing five and six-figure gifts.

Key Responsibilities:

- Develop and implement short- and long-term major and planned giving goals and strategies to build upon existing commitments and expand the current donor base
- Build and manage a portfolio of 150-200 prospects including individuals, corporations, and foundations
- Participate in all aspects of the gift cycle, including identification, engagement, cultivation, solicitation, and stewardship
- Solicit gifts of \$10,000 and above in support of CESLC's priorities
- Partner with staff and lay leadership to identify new donors, implement fundraising strategies and constituency-building programs
- Provide expertise in structuring complex gifts and collaborating with leadership to close new planned gift intentions
- Manage multi-channel marketing and communications efforts to promote planned giving to prospective donors
- Oversee and improve endowed fund reporting and reporting on foundation and government grants
- Collaborate with Director, Special Events & Community Engagement on events involving major donors; conceptualize and oversee other major donor stewardship and cultivation events
- Cultivate relationships with estate planning professionals, exchange information on current best practices and share appropriate information with donors
- Utilize the donor database (Raiser's Edge) to maintain accurate records of all donor interactions, programmatic interests, trends in giving, and type of support to solicit

Position Summary

Posted: December 2023

Salary: \$160,000 - \$190,000

Location: Rockville, MD (Hybrid)

Qualifications & Skills:

- 8+ years of fundraising to include closing 5 and 6-figure gifts
- Experience cultivating, soliciting, and closing planned gifts
- Knowledge of gift planning strategies and tax laws related to charitable planning
- Exceptional written and oral communication skills
- Demonstrated familiarity with: Greater Washington philanthropy, Jewish organizations, seniors, healthcare, long-term care, public relations, or social services preferred
- Strong presence with outstanding relationship building skills
- Ability to inspire, influence, and build credibility with donors, lay leadership and staff
- Proficiency working with Microsoft Office and donor management software, Raiser's Edge a plus

To apply, please submit a resume & cover letter to **Beth Greenberg, Consultant, Evolve Giving Group:** beth@evolvegg.com

Charles E. Smith Life Communities is an Equal Opportunity Employer, and prohibits any form of discrimination in employment opportunities or practices based on race, color, religion, sex, national origin, age, disability, veteran status, or any other characteristic protected by law. Employment decisions are based on merit, qualifications, and abilities. This is a smoke-free and drug-free workplace.

