

Director of Planned Giving

Kennedy Krieger Institute

Overview

The **Director of Planned Giving** manages the Planned Giving Program. This position is responsible for seeking out opportunities and developing and implementing initiatives to identify, cultivate and solicit prospects to ensure a strong base of ongoing financial support. This position is also responsible for, managing, growing, and strategically marketing the institute's planned giving program. Will cultivate, solicit and steward planned giving prospects and maintain a portfolio of qualified prospects throughout the United States and internationally. Supervises the administration of the Planned Giving program to include but not limited to website design; maintenance and upgrade approvals; Planned Giving Advisory Council meetings and events; mailings; and publications. Responsible for the cultivation, solicitation and stewardship of a defined and qualified donor pool which includes planned giving and major giving prospects. Responsible for ensuring that donors are thanked appropriately and for working with Finance to ensure all instruments are understood and approved.

*This is a hybrid position

Responsibilities

1. Responsible for securing and documenting bequests and deferred gifts from a portfolio of qualified prospects.
2. Develops strategies and approaches to generate ever-higher levels of giving to the Institute.
3. Identifies, cultivates, solicits, and stewards individuals capable of making annual gifts in the \$1,000–\$100,000 range via written communication, personal visits, Institute tours, and events. Responsible for a distinct pool of prospects that includes both Sterling Society and assigned portfolio Krieger Society members.
4. Works with the Vice President, Philanthropy in responding to strategic institutional priorities by planning, setting, and monitoring annual goals in support of those priorities. Oversees implementation of goals.
5. Works with the Vice President, Philanthropy to plan targeted outreach activities in various locations aimed at increasing the gift prospect pool and stewarding donors. Designs and implements these activities.
6. Establishes innovative initiatives for leads, and manages the development and growth of the Planned Giving program.

7. Markets planned giving and estate planning vehicles to Kennedy Krieger Institute constituencies, with a goal of increasing the pool of planned giving prospects and increasing membership in the Winthrop Phelps Legacy Society.
8. Makes cultivation, solicitation, and stewardship visits to planned giving prospects. Increases the pool of planned giving prospects through institutional strategies.
9. Works with other gift officers to pursue and educate both current donors and prospective donors on planned giving vehicles.
10. Works with clinical and program staff within the Institute related to funding opportunities and knowledge.
11. Functions as primary contact with the Institute's Finance department regarding management of planned gifts. Administers institutional life income gifts in conjunction with Finance department.

Qualifications

EDUCATION:

Bachelor's degree in business administration, marketing, public administration, or other related field of study is required. A law degree is preferred (not required).

EXPERIENCE:

- Minimum seven years of professional experience as a not-for-profit fundraiser in health or education is required.
- Three years of management experience is required.
- Experience in planned giving is required.

Apply here:

<https://jobs-kennedykrieger.icims.com/jobs/20063/director%2c-planned-giving/job?mobile=false&width=1365&height=1500&bga=true&needsRedirect=false&jan1offset=-300&jun1offset=-240>