



Major & Planned Giving Officer

AMERICA'S AUTOMOTIVE *Trust*

ORGANIZATION OVERVIEW

It wasn't long ago that cars were a much bigger part of American life. For most, they were the first taste of freedom that opened the doors – and the world – to endless possibilities. Cruising down the main drag or backroads for Sunday family adventures was part of life. Now, cruising with friends has been replaced by a virtual world seen from a screen. We believe that cars connect us to the best things in life and that America's love affair with the automobile should not only be recognized as part of our history, but of our future. Knowing others believe the same, we saw an opportunity for like-minded organizations to work together and, in 2016, established America's Automotive Trust to do just that.

Together with our partners and member organizations of LeMay – America's Car Museum, the RPM Foundation, Club Auto and the Concours Club, we fulfill our purpose to honor the past, celebrate the present, and drive the future of car culture.

Education is at the heart of everything we do, and driving is at our core – from the classroom to the open road.

Much of modern-day American culture has been built on the means of transportation, and the future of mobility is as crucial now as it has ever been. Our automotive heritage should be secured for future generations – a mission that can only truly be accomplished by working together. Through America's Automotive Trust, we share resources and support each other, streamlining efforts to make a greater impact.

It's the love of everything automotive. The feel of the wind in your hair, or a wrench in your hand. The adrenaline of stepping on the accelerator, and the thrill of the journey rather than the destination. It's the determination and satisfaction of fixing something and having a community to enjoy it with.

We believe in not only preserving the passion for cars, but also being sure it continues to thrive. That's why **America's Automotive Trust** exists. For more information on **AAT**, please visit the **AmericasAutomotiveTrust.org** website.



ROLE OVERVIEW

The **Major & Planned Giving Officer** develops and implements fundraising strategies and activities to carry forward the mission and vision of **America's Automotive Trust's (AAT) Major Gift Development** effort including **individual, corporate, and foundation gifts**. This position initiates, maintains, and grows major donor relationships and identifies individual and organizational prospects with the potential of generating gifts at or above the \$100,000 level. Additionally, the incumbent is responsible for the management of the **Concours Club** and **AAT Heritage Society** programs with particular emphasis on major and planned gift development. The **Major & Planned Giving Officer** will spend a significant amount of time stewarding donors while connecting their passion and interest in automobiles, historic preservation, and education with opportunities to financially support AAT's vision and mission.

The **Major & Planned Giving Officer** reports to the Chief Executive Officer (CEO) and performs most of the work independently while exercising professionally sound judgment and discretion.

The incumbent to this position must possess significant, demonstrable experience and success in major gift development, a familiarity with planned giving, an in-depth understanding and skill in the donor stewardship process, and the ability to effectively articulate the mission of the organization to varied constituents both verbally and in writing.

AMERICA'S CAR MUSEUM

AMERICA'S CAR MUSEUM

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KEY PRIORITIES

- **Build** a sustainable Major Gift Development effort including individual, corporate, and organizational giving and including a Planned Giving Program to generate funds to strengthen the financial resources of AAT and its member entities.
- **Procure** long-term, regular financial support for AAT and its member entities through personal efforts in cultivation, solicitation, and stewardship of major prospects and ensuring donors and prospects remain informed about the organization's mission, needs, and giving opportunities.
- **Create** and **execute** major and planned giving development programs that utilize best practices to meet fundraising goals and corporate objectives.
- **Collaborate** with the Advancement and Executive Team to provide a vibrant membership program for the Museum's highest donor recognition societies - the Concours Club and AAT Heritage Society, and ensure effective identification, cultivation, and stewarding of donors at these levels.

KEY RESPONSIBILITIES

- **Plan, implement, and oversee** an effective major, corporate/foundation, and planned gift department within the Institutional Advancement Division.
- **Shepherd** prospective benefactors through the major and planned gift processes, inviting the gift, closing the solicitation, thanking, recognizing, and reporting.
- **Establish** and **maintain** a dynamic portfolio of no less than 150 active major prospects in all phases of qualification, cultivation, solicitation, and stewardship.
- **Oversee** the creation, implementation, and monitoring of the Major Gift Development budget including tracking income and expenditure, authorizing disbursements, financial analyses, and preparing reports.
- **Plan, implement, and oversee** all high-level membership development efforts for the AAT Heritage Society and Concours Club donor societies in collaboration with the Development and Executive Team.



RESPONSIBILITIES

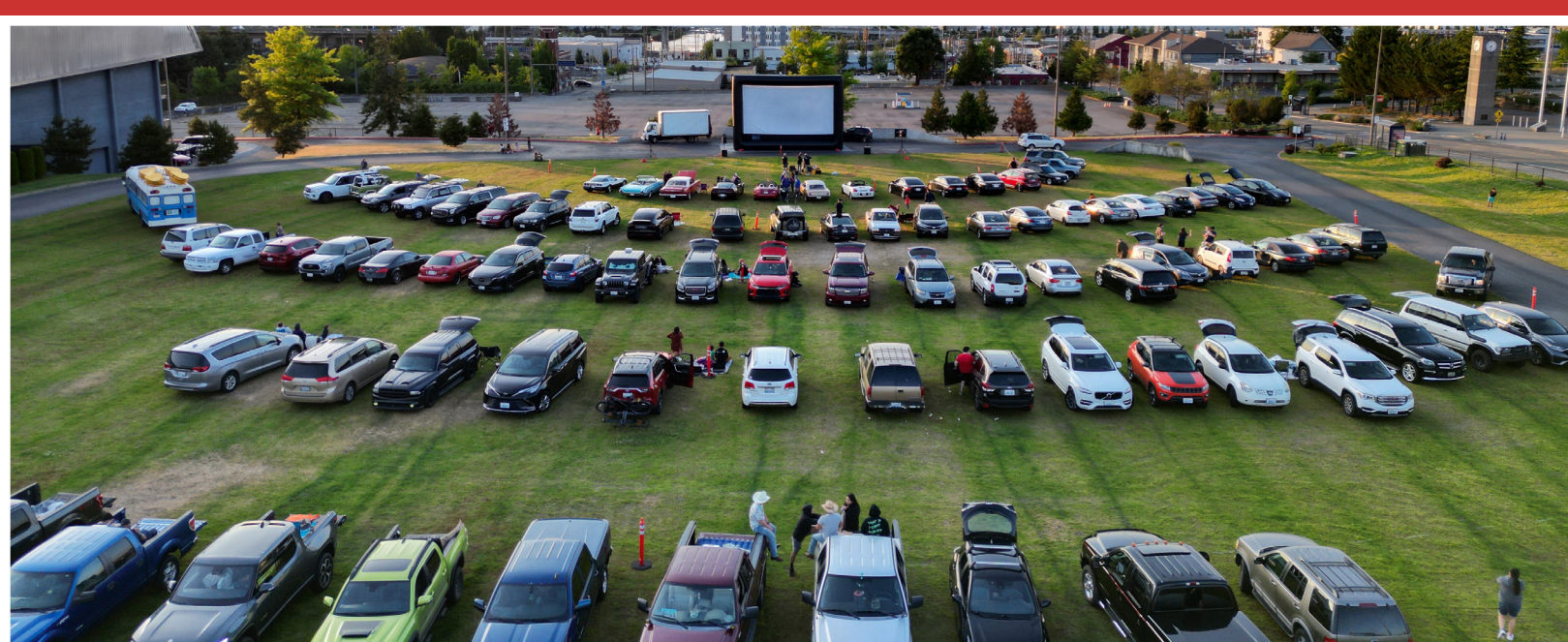
CULTIVATION, STEWARDSHIP & FUNDRAISING

- **Oversee** the Major Gift Prospect Management System ensuring a regular program exists to identify, qualify, and assign prospects through the Altru database to appropriate fundraising staff.
- **Create** a sustainable, long-term major and planned gift fundraising program for AAT.
- **Develop, review, and deliver** major and planned giving policies and processes to support the effective identification, cultivation, solicitation, and stewarding of gifts.
- **Establish and maintain** a portfolio of no less than 150 active prospects for major gifts.
- **Shepherd** prospective high-level, individual, and organizational major gift prospects through the gift process from inviting the gift, and closing the solicitation, to thanking, and recognizing the donor.
- **Ensure** that the ongoing process of major gift prospect review meetings is implemented involving the Advancement and Executive Team, as appropriate.
- **Collaborate** with other Advancement and Executive personnel of AAT and its affiliates to provide for an effective major gift development operation.
- **Participate** in annual Institutional Advancement Department's strategic and operational planning process to provide an effective annual plan for the Major Gift Development Department within the Division.
- **Promote** planned giving through direct and electronic mail, museum publications, the planned giving website, seminars, and events.
- **Oversee** the planned giving marketing program and website content in collaboration with the Marketing Department.
- **Work** closely with the Membership Development Manager to provide a seamless effort for the cultivation of Club Auto members to Concours Club and Automotive Heritage Society donors and to encourage Concours Club members to participate in Club Auto activities.
- **Collaborate** with the Marketing Department for the promotion of major and planned giving efforts.

ADMINISTRATIVE

- **Maintain** the major gift development policies and procedures to ensure financial, legal, and income tax requirements for charitable giving are upheld.
- **Ensure** the proper allocation and coding designation of received gifts.
- **Recognize** planned giving donors through our Club Auto Founder, Concours Club, and AAT Heritage Society, as appropriate.
- **Ensure** best practices in fundraising and tracking are followed.
- **Develop** and oversee the Major Gift, Planned Giving, Corporate/Foundation departmental budgets.
- **Ensure** the operation of donor benefit and recognition efforts, including recognition events, records, plaques in the museum, etc.
- **Collaborate** with Finance Department to ensure the proper recording of all major and planned gifts and expectations.
- **Collaborate** with Finance to ensure periodic reports are provided to the CEO and to the Board regarding the status of major development efforts, both individual and organizational.
- **Make** public and private presentations as needed or requested.
- **Promote** AAT and its affiliates and its diverse initiatives





QUALIFICATIONS

The incumbent for this position must possess a Bachelor's degree (Master's degree preferred) and 5-years of significant, successful fundraising experience in the cultivation, solicitation, and stewardship of benefactors with a demonstrated record of securing gifts of \$100,000 and above. Demonstrated success in Major Gift fundraising in a large non-profit or educational institution is highly desired, as is experience in planned giving.

PREFERRED QUALIFICATIONS

- **Innovative & Creative** approach to major fund development.
- **Familiarity & Appreciation** for historic & collectible vehicles.
- **Interest & Willingness** to participate the activities & events of the auto enthusiast community.





IDEAL CANDIDATE PROFILE

The ideal candidate will be a collaborator, culture builder, and strong communicator who is dedicated to the mission and values of AAT. Working closely with the CEO, staff, Board, volunteers and donors, this executive must be committed to goal achievement through engaged teamwork. The successful candidate will be a strategic and forward-thinking fundraiser, with a track record of stellar results working in complex organizations. They must be a visible presence throughout the organization and interested in listening to all key stakeholders.

The ideal candidate must also have unquestioned personal integrity, professionalism, and a positive work ethic. They will have strong presentation and communication skills with an outgoing, personable, and inclusive style, acting as both a connector and catalyzer. The ability to communicate with clarity and motivate people is a critical requirement. The capacity to connect with people at different levels, and the humility to accept shortcomings and the thirst for ongoing growth and development are also needed.

The ideal candidate will embrace AAT's organizational culture with applicable financial and business acumen, and will possess a genuine, visible, infectious passion for advancing the mission and reach of AAT. They will maintain strong executive confidence and presence, even in the face of rejection. This individual should exhibit empathy and have a high "EQ" and be excited at the opportunity to preserve and further America's car culture.