



# Senior Development Officer, Philanthropy & Legacy Giving

## ABOUT US

Campfire Circle has offered healing through happiness for thousands of kids and families affected by childhood cancer since 1983. It's where kids can be kids, and families can be families—engaging in camp-inspired community, in-hospital, and overnight camp programs, at no cost to them. As a privately funded organization, Campfire Circle donors make thousands of life-changing experiences possible for Campers throughout the year, all across Ontario.

## THE OPPORTUNITY

This is an exciting time to join Campfire Circle as we embark on an expansion that will improve the lives of thousands of kids with cancer or serious illness and their families across Ontario.

Reporting to the Senior Director, Philanthropy, the Senior Development Officer (SDO), Philanthropy & Legacy Giving is responsible for leading the development and implementation of a robust mid-level donor program with expected annual giving range of \$1,000+ to enhance the pipeline of major and planned giving prospects. This position also serves as the lead for the Legacy Program, developing and implementing strategies to grow the pipeline of legacy supporters and managing a portfolio of legacy donors and prospects.

Working in collaboration with the Annual Giving team and other members of the fundraising team, the SDO will manage the strategic and personalized communications outreach with mid-level donors (individuals, foundations and service clubs) and support mass strategies for the mid-level giving file. The SDO will at times manage donors giving \$25,000+ through the service club portfolio.

The key accountabilities of this role include, but are not limited to:

- **Mid-Level Donor Development & Portfolio Management:** Personally cultivate, steward and solicit mid-level donors and prospects (individuals, foundations and service clubs) with a goal of retaining and upgrading their gifts through proposals, email, personal notes, calls and in-person meetings, and collaborate within the annual giving team on the strategy and plan for solicitation, stewardship, and cultivation to engage and grow the mid-level donor segment including highly personalized direct marketing efforts. Work with the research and other members of the Philanthropy team to identify and hand off higher capacity major gift and donor prospects for additional cultivation.
- **Legacy Program Development & Portfolio Management:** Manage a portfolio of assigned planned giving donors and prospects through the donor giving cycle (from identification to stewardship) and commit to key performance targets including face-to-face visits and build meaningful relationships with potential and existing planned giving donors while incorporating messages of impact in stewardship and cultivation.

- **Program Development & Database Management:** Develop and implement a plan and strategies to identify, qualify, cultivate, solicit and steward mid-level donors (\$1,000+) with a focus on individuals and service clubs, as well as planned giving prospects, helping to grow and raise awareness of planned gifts for Campfire Circle's community. Maintain up-to-date knowledge of planned giving vehicles, ensuring a full suite of gift planning opportunities are available to prospects, donors and their professional advisors. Participate in the revenue projections, forecasting and budget monitoring of the mid-level giving and legacy programs, and assist with business plan preparation and presentations.

## ABOUT YOU

### QUALIFICATIONS

#### *Required Criteria:*

- a) A post-secondary degree from a recognized post-secondary institution or the equivalent combination of education and work experience
- b) Minimum 3-5 years of experience in developing and implementing personalized donor engagement strategies with a proven track record of success
- c) Ability to effectively use MS Office suite software at an intermediate level
- d) Knowledge of direct marketing would be an asset to work collaboratively with the Annual Giving team
- e) Strong and proven CRM skills and experience working with Raiser's Edge or other fundraising databases
- f) Clear police reference check and vulnerable sector screening
- g) Current G2 or G class driver's license and the ability to be covered by camp's insurance policy.

#### *Advantageous Criteria:*

- a) Experience working in the area of legacy giving
- b) Active membership with CGAP

In accordance with our mandate of creating a caring and safe environment for ill children and their families, we require that all staff must provide an attestation to having received their childhood vaccinations, and confirmation of a negative result in a two-step Tuberculosis ("TB") testing series. Seasonal boosters against Influenza and the most recent circulating strain of COVID are strongly encouraged. All staff must provide an updated Police Record with Vulnerable Sector Screening. We also require that all staff be currently eligible to work in Canada and for Campfire Circle.

### WORKING CONDITIONS

- a) The position involves occasional evening and weekend commitments
- b) This position is hybrid, work from Toronto, London or Hamilton metro areas. Attendance in-person at our Toronto office is required once a month regardless of primary work location, and for staff residing in the Toronto area, the candidate will work from our Toronto office 2-3 times per week. Our office is an open-concept working environment.
- c) The position requires some physical labour in supporting events and other duties as required
- d) In consideration of the population Campfire Circle serves, the incumbent is a non-smoker.



## COMPENSATION & BENEFITS

This position offers a competitive annual salary range of \$70,000 – \$80,000. In addition, Campfire Circle is invested in our staff’s health, wellness and career growth. As part of the total compensation package for this role, we offer a comprehensive benefits package (premiums fully paid by the organization with the exception of Long Term Disability), a wellness benefit up to \$500 annually, paid vacation time plus a paid winter shutdown period up to eight days, flexible hybrid work arrangements, and on-going professional development.

## HOW TO APPLY

Please send a cover letter, resume and expected salary to [careers@campfirecircle.org](mailto:careers@campfirecircle.org) with the email subject reading **2024020 – SDO, Philanthropy & Legacy Giving**

Don’t meet every single requirement in this posting? Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. If you’re excited about this role but your past experience doesn’t align perfectly with every qualification or requirement we encourage you to apply anyways. You may be just the right candidate!

*This posting will remain open until filled. Only applicants selected for an interview will be contacted. For more information about Campfire Circle, please visit [www.campfirecircle.org](http://www.campfirecircle.org) - No phone calls please.*

## ACCESSIBILITY & DIVERSITY, EQUITY AND INCLUSION

Campfire Circle is strongly committed to diversity within its community and welcomes applications from racialized persons/persons of colour, Indigenous People of North America and the world, persons with disabilities, 2SLGBTQIA+ persons, and those who may contribute to the further diversification of ideas. We are committed to providing equitable opportunities in employment and to providing a workplace which is free from discrimination and harassment.

We are equally committed to providing an inclusive and accessible workplace. Applicants requiring accommodations to access our job postings and apply for roles with our organization are invited to reach out to our HR Team at [careers@campfirecircle.org](mailto:careers@campfirecircle.org) or in a manner that fits their accessibility needs, and can trust that their application will be considered equitably for our available roles. Contact information for our HR Team is located on our website at <https://campfirecircle.org/work-at-campfire-circle/>, and more information about our accessibility commitments can be found at <https://campfirecircle.org/about-campfire-circle/accessibility-at-campfire-circle/>.

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Campfire Circle is grateful for Indigenous communities’ stewardship of the land that we occupy—including the traditional territory of many nations including the Anishinaabeg, the Chippewas, the Haudenosaunee



peoples, and many other diverse First Nations, Inuit and Metis peoples. We aspire to be deserving stewards of the land, in partnership with them.