



# 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

Every day, Campfire Circle connects with kids with cancer or serious illness and their families, providing joyful and transformative programs in hospitals, communities, and overnight camps, free of charge to all participants. Reporting to the Sr. Director, Philanthropy, the **Senior Development Officer (SDO), Philanthropy & Legacy Giving** owns the legacy portfolio and will manage and grow the segment of donors in the mid-level range (\$1,000+ annually, or up to \$50,000 pledge) that financially support our incredible programs.

Working in collaboration with the Annual Giving team, this position will manage the strategic and personalized communications outreach with mid-level donors (individuals, foundations and service clubs) and support mass strategies for mid-level giving with the primary goals of retaining and upgrading these donors to achieve the portfolio's fundraising goals.

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.

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

- **Program Development & Planning:** Participate in the planning, execution and monitoring of strategic objectives and metrics for the mid-level giving program and legacy program, including revenue and expense budgets and forecasting and accountability for metrics and variances in collaboration with Annual Giving and Marketing team, and develop and implement a plan and strategies to cultivate, solicit and upgrade mid-level donors who can make annual gifts of \$1,000 or more, and pledge gifts of up to \$50,000.
- **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.



- **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.
- **Donor Relations and Stewardship:** Work collaboratively with Donor Experience to create and implement stewardship and recognition strategies for the mid-level giving program and legacy program, and build strong relationships with individuals and organizations as well as other communities of interest – involve them in Campfire Circle through strategic updates, events, tours, volunteering, and meetings.
- **Database Management & Planning:** 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

- A post-secondary degree from a recognized post-secondary institution or the equivalent combination of education and work experience.
- Minimum 4 years of experience in fundraising with direct donor contact.
- Demonstrated track record in donor cultivation and personal solicitation of gifts from individual donors.
- Experience securing grants from foundations and developing mid-level giving strategies.
- Ability to effectively use MS Office suite software at an intermediate level.
- Exceptional written, oral and interpersonal communication skills.
- Strong administrative and problem-solving skills with the ability to translate vision and strategy into tactics and actions.
- Experience working with Raiser's Edge or other fundraising databases.
- Clear police reference check and vulnerable sector screening.
- Current driver's license and the ability to be covered by camp's insurance policy.

#### *Advantageous Criteria*

- Experience working in the area of legacy giving.
- Active membership with CGAP.

In accordance with our mandate of creating a caring and safe environment for ill children and their families, we require attestation of childhood vaccinations, updated Police Record with Vulnerable Sector Screening, and proof of full vaccination against COVID-19 for all of our staff. We also require that all staff be currently eligible to work in Canada and for Campfire Circle.

### WORKING CONDITIONS



- The position involves some evening/ weekend commitments.
- This position currently involves hybrid work from home/from our downtown Toronto office, with 2-3 days in office per week. Our office is an open-concept working environment.
- The position requires some physical labour in supporting events and other duties as required.
- In consideration of the population Campfire Circle serves, the incumbent is a non-smoker.

## COMPENSATION

This position offers a competitive annual salary in the range of \$65,000-\$75,000. 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.