

## **Director, Planned Giving & Major Gifts (Diabetes Canada)**

### **Grow your career while making an impact at Diabetes Canada!**

Diabetes Canada is making the invisible epidemic of diabetes visible and urgent. Today, 11 million Canadians live with diabetes or pre-diabetes. Current growth rates mean that young people at age 20 face a 1 in 2 lifetime risk of developing the condition. To stem the tide of this epidemic, Diabetes Canada is raising its sights to deliver impact at a population level by advocating for healthy public policy, supporting healthcare providers to deliver exceptional diabetes care, funding research towards a cure, and enhancing our digital delivery channels to support the needs of those we serve.

### **About the Director, Planned Giving & Major Gifts Role**

Reporting to the Vice President, Fund Development, the Planned Giving & Major Gifts Director is accountable for leading and growing DC's high-end fundraising portfolio, including Planned Gifts, Major Gifts and Foundations. The Director is responsible for identifying, developing & implementing strategies to increase net revenue within this \$7M portfolio, with a strong focus on Planned Gifts.

In addition, the Director supports DC's overall revenue growth by providing advice and knowledge to the Vice President, Fund Development, the three other Fundraising Program staff leaders (Corporate Partnerships, Direct Response Marketing & Community Fundraising and Events) and the nationwide Fund Development team.

### **Key Responsibilities of the Role:**

#### Revenue growth:

- Drive net revenue growth in DC's Planned Giving, Major Gifts and Foundations portfolio
- As a primary focus, actively engage in the cultivation and solicitation of Planned gifts. Build and maintain a strong relationship with identified prospects and donors, while better leveraging the database to identify potential prospects.
- Broaden the range of planned giving instruments that DC offers to prospects and donors to maximize their planned gifts.
- Secondly, build on DC's nascent Major Gifts program, working with the Corporate Partnerships, Community Fundraising & Events and DRM teams to continue to develop DC's emerging prospect pipeline, cultivation, stewardship and solicitation practices

#### Team leadership:

- Lead, manage and coach a team of 5 direct reports across the country, including 1 Bequest Administrator and 4 high-end relationship specialists focused on +\$10K gifts from individuals & Foundations
- Participate as an active member of the Fund Development Team contributing to the development of DC's new 3-year strategic plan as well as the annual business planning & budget process for Fund Development. As appropriate, act as resource to all Fund Development staff.

#### Business Management:

- *Data & Evaluation* – Work with the team to implement a disciplined and best practice approach to KPIs, especially for the PG business. Ensure progress and pipeline are tracked in DC's Customer Relationship Management (CRM) Blackbaud software. Join DC's new Data Strategy Working Group to help build the strategy and ensure it meets the needs of DC's High End fundraising Portfolio.
- *Business Planning & Budgeting* – Create & maintain accurate and timely annual business plans and budgets for DC's High-End fundraising programs. As required, provide revenue forecasts for the VP and Senior Leadership Team. Highlight risks in a timely fashion.
- *Mission Understanding* - Develop & maintain an in-depth understanding of DC's mission programs in order to speak knowledgeably and enthusiastically about the work of Diabetes Canada to prospects & donors.

## About You

The ideal candidate will have the following skills and experience:

- Post-secondary education in a relevant field
- Proven track record of growth as a leader of a charity's Planned Gift program
- 10 plus years of experience in fund development with a strong focus on Planned Giving (at least 5+ years in Planned Giving)
- Strong technical understanding of the Canadian Planned Gift environment, including giving instruments, legislative & tax guidelines, and emerging issues & opportunities
- Familiarity with customer relationship management (CRM) systems
- Strong business analysis & business planning skills
- Proven high-end donor relationship management skills
- Excellent written and spoken communications
- Exceptional organizational skills required to balance multiple priorities
- Ability to inspire, coach and motivate others
- CAGP membership and/or CFRE designation considered assets

## What Diabetes Canada Can Offer You

- The chance to interact and collaborate with others in a meaningful role within an organization that is making a direct impact on the fight to #EndDiabetes.
- The opportunity to work with teams of individuals making a difference every day to improve the lives of millions of people.
- A rewarding career for you – see our [Employee Value Proposition](#)

## About the Application Process

- Apply online: [www.diabetes.ca/careers](http://www.diabetes.ca/careers)
- Must be legally eligible to work in Canada and, where applicable, must have a valid work permit or study permit that allows the candidate to fulfill the requirements of the role.
- We encourage applications from all qualified individuals, and value a diverse workforce that reflects the communities we serve.
- We are committed to accommodating people with disabilities as part of our hiring process. If you have special requirements, please advise us during the recruitment process.
- We thank all interested applicants; however, only those selected for an interview will be contacted.