The Salvation Army is an international Christian church. Its message is based on the Bible; its ministry is motivated by love for God and the needs of humanity.

**Mission Statement**

The Salvation Army exists to **share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world.**

**Vision Statement**

We are an innovative partner, mobilized to share hope wherever there is hardship, building communities that are just and know the love of Jesus.

**Core Values:**

The Salvation Army Canada and Bermuda Territory has four core values:

**Hope:** We give hope through the power of the gospel of Jesus Christ.

**Service:** We reach out to support others without discrimination.

**Dignity:** We respect and value each other, recognizing everyone’s worth.

**Stewardship:** We responsibly manage the resources entrusted to us.

**Position Purpose summary:**

Reporting to the Director of Development, the Leadership & Legacy Giving Officer is responsible for managing all aspects of the donor development cycle and stewardship of donors and prospects who have capacity to give at the major gift and planned giving level. A goal of ensuring strategic, highly personalized engagement with donors who have a passion for philanthropic impact, the incumbent will maximize revenue to support mission priorities. This position focuses on donor centered fundraising through the identification, cultivation, and solicitation of a robust portfolio of donors and prospects in support of The Salvation Army.

**Accountabilities:**

1. **Relationship Management**

* Research, identify, qualify, cultivate, and manage a robust pipeline of prospects and donors, building successful relationships that lead to philanthropic investment
* Align organizational priorities with donor interests and develop strategies that ensure a strong and sustainable donor pipeline
* Develop and execute tailored and compelling fundraising opportunities that support strategic initiatives
* Manage a strategy of meaningful donor engagements, with 60% of time facilitating in-person contacts
* Collaborate, organize, and/or participate in donor recognition activities and events
* Negotiate and secure major and planned gifts, including the creation of gift agreements and other supporting documentation
* Responsible for legacy donor cycle that includes annual targets of 80% revocable planned gifts and 20% irrevocable gifts
* Responsible for the continued growth to the organization of specific bequests, gifts of insurance, annuities, endowed gifts, and other planned gifts
* Cultivate relationships with lawyers, accountants, trust officers, life underwriters, financial planners, and other professionals to make them aware of and keep them up to date on The Salvation Army and opportunities for funding by their clients

1. **Strategy Implementation**

* Collaborate with Salvation Army program leads to develop, implement, and improve on strategic fundraising framework and communicate program investment outcomes utilizing current market best practices and trends
* Be current on planned giving trends, tax implications of planned gifts and legislation
* Prepare briefing materials to support the participation of senior administration in fundraising activity
* Write project-specific fundraising proposals, briefing notes, solicitation plans, gift agreements, stewardship materials and call reports
* Create and present materials to advance fundraising asks such as generic cases for support and customized proposals
* Write articles on legacy giving opportunities and donor stories for various publications
* Record all donor interactions extensively in Raiser’s Edge NXT, tracking results and outcomes
* Data analysis of donor giving retention, attrition, and trends
* Stay current on best practice, market trends, changing legislation, and tax implications of legacy giving and major gifts

1. **Prospect Management**

* Develop revenue targets, reviewing financial results and projections on a regular basis using reports, dashboards, and tools
* Maintain active prospect management system in Raiser's Edge NXT
* Participate in an integrated moves management program and prospect clearance process
* This reflects typical duties that may be expected, understanding that there may also be a specialization of a donor portfolio to only include leadership or legacy donors
* Perform other position-related duties, as assigned, to support Leadership and Legacy Giving and The Salvation Army fundraising priorities

**Managerial responsibility:**

* Reports directly to the Director of Development
* This role has no direct managerial or supervisory responsibility but may provide project coordination and provides regular support, training, and guidance on tax and estate planning, donation options, standardized processes, procedures, and practices relating to Leadership & Legacy Giving and its activities

**Working Conditions:**

* Working environment is out of the office 60% of time, with expectation for regular travel for in-person meetings, events, and tours
* May require working after business hours

**The above responsibilities must be performed in keeping with The Salvation Army’s Mission, Vision and Values, in a professional manner, upholding our code of conduct.**

**education and experience Qualifications:**

**Education, Qualifications and Certifications:**

* Minimum of a 2-to-3-year diploma/degree in Fundraising (preferred), Business Administration, Marketing, or equivalent experience
* CFRE or working toward CFRE designation is preferred

**Experience** **and Skilled Knowledge Requirements:**

* Minimum 3-5+ years of progressive experience in fundraising, securing leadership and legacy gifts that significantly impact organizational mission with knowledge and understanding of annuities, tax laws, and/or accounting
* Knowledge of Canadian fundraising, best practices, legislation, tax implications, and restrictions

**Skills & Capabilities:**

* Appreciation and understanding of Imagine Canada’s Standards Program, AFP Code of Ethics, Policies and Procedure
* Ability to write and edit compelling fundraising proposals
* Highly collaborative with the ability to develop strong partnerships across and outside the organization
* Thorough understanding of major gift and planned giving fundraising including cultivation and solicitation cycle
* Knowledgeable on planned giving trends, tax implications of planned gifts and legislation.
* Highly organized with strong attention to detail
* Strong written, verbal, and listening communication skills
* Ability to interpret concerns and interests of corporations and donors to strengthen donor relationship
* Ability to plan and lead projects to meet expected outcomes on tightly prescribed timelines
* Adaptable and ability to prioritize and manage multiple tasks and a variety of demands
* Ensure compliance with all policies, regulations, and laws
* Skill in preparing written reports and presentations
* Life-long learner who remains current in fundraising and strategies
* Experience and ability to work effectively in a team, a team player with sound judgment and the ability to handle matters of a sensitive and confidential nature
* Ability and willingness to support, protect, promote, and advance, the mission, vision, goals, and values of the organization

**Please use the following link to apply for this position:**

<https://salvationarmyca.wd3.myworkdayjobs.com/tsacb/job/EDMONTON-AB/Legacy-Giving-Officer_JR100596>