



April 2008

Job Announcement

Position: Director of Major Gifts
Location: Cambridge, MA
Start Date: Available immediately
Email Contact: RCSearch@tdcorp.org

Organizational Overview

Root Capital (formerly Ecologic Finance) is a nonprofit social enterprise that works at the critical nexus of international development and environmental stewardship. As a development finance institution, Root Capital provides affordable credit and financial education to environmentally, sustainable grassroots enterprises in the developing world. By working with small and medium enterprises (SME) such as organic coffee cooperatives and ecotourism enterprises, Root Capital aims to fill the "missing middle" of finance – the underserved gap between microfinance and mainstream finance. We target the rural poor, who account for 75% of extreme poverty in developing countries, by opening up global markets to very remote people who are generating wealth by creating jobs, building assets and increasing household incomes. Our support provides economic incentives to stay on the land (not migrate to over crowded cities), encourages sustainable production and farming practices; and helps to preserve valuable environments and ecosystems.

The organization is headquartered in Cambridge, Massachusetts and has field offices in Guatemala, Mexico, Nicaragua, Peru and Kenya. Root Capital has an operating budget of \$2 million and a staff of 25. This is a unique opportunity to join a small, but rapidly growing and widely acclaimed organization. Notable honors include Fast Company's Social Capitalist Award for the third straight year, Ashoka Fellowship, Skoll Award for Social Entrepreneurship, Grand Prize in the Yale School of Management-Goldman Sachs Foundation business plan competition and the best rating available from Charity Navigator.

Position Overview

The **Director of Major Gifts** will support Root Capital's investor relations programs, working closely with and reporting directly to the Vice President for Business Development. Our strategic plan has established an ambitious fundraising program with an emphasis on building relationships with key partners including financial institutions, corporations, foundations, and high net-worth individuals. The goal is to raise an additional \$60 million in capital -- \$38.5 million of debt capital and \$21.5 million in grants by 2011.

The Director of Major Gifts will take the lead in managing the portion of Root Capital's investor relations program that focuses on high net-worth individuals. Atypical for many nonprofit organizations, Root Capital encourages individuals to both give outright donations and/or to invest in the organization's working capital fund. Each year, the Director of Major Gifts will be responsible for meeting or exceeding annual revenue goals.

Position Responsibilities

The Director of Major Gifts will manage the planning, implementation and evaluation of an effective major gifts strategy that results in the successful cultivation, solicitation and stewardship of 100+ high net-worth donors and investors. A successful candidate will have experience in securing gifts in the \$500,000 to over \$1 million range.

Because the individual donor program is still in its infancy, an important initial responsibility will be to lead the prospect research function, drawing upon leads by board and staff, and engaging in diverse research activities on current and potential donors. Similarly, the Director of Major Gifts will need to develop the internal systems, databases, etc. required to track the activities and communications related to existing individual funders and to prospects.

The Director of Major Gifts will work closely with the Vice President-Business Development, the President and key board members to ensure the timely and effective solicitation of donors. This will require developing funding proposals to individual donors and investors, and preparing senior staff and board for donor visits. Accordingly, the Director of Major Gifts will assemble information and materials for staff/board solicitors, help develop solicitation strategies, and help coordinate "ask" meetings.

A key to success is the sound and ethical stewardship of donors. This involves managing a portfolio of approximately 100 qualified individual relationships; providing reports, updates and other written materials that communicate issues of interest to donors; and helping coordinate follow-up donor visits.

The Director of Major Gifts is part of the Business Development team that comprises individual and institutional giving and marketing/communications. As a member of the team, she/he will be responsible for participating in regular team meetings and working collaboratively to meet the team's short-term and long-term goals.

Qualifications and Experience

- A minimum of five years' fundraising experience, including a minimum of three years' major gift fundraising experience that includes cultivation, prospecting and stewardship experience.
- Selling of an intangible product or prior marketing experience desirable
- Bachelor's degree required
- Superior writing and communications skills
- Capacity to develop and sustain valued donor relationships, work well in a team environment, and adapt to a rapidly changing environment
- Proficient knowledge of Microsoft Office software and internet based applications
- Ability to develop and manage donor databases.

To apply, please send comprehensive cover letter, resume, and salary desired to: RCSearch@tdcorp.org. No phone calls please.

App Deadline: May 9