

ASPEN LEADERSHIP GROUP

MAJOR GIFT OFFICER
THREE SQUARE FOOD BANK
Las Vegas, Nevada
[Three Square](#)



The Aspen Leadership Group is proud to partner with Three Square Food Bank in the search for a Major Gift Officer.

The Major Gift Officer will be responsible for the oversight, coordination, and strategy development for the solicitation of individual major gift donors and prospects with capacity of \$10,000 or more. The Major Gift Officer will develop strategies as well as manage all elements of planned giving, as well as donor relationships, which will involve identifying, qualifying, cultivating, soliciting, and stewarding individuals. The Major Gift Officer's focus will be on sustaining existing support, building deeper relationships with new donors, and developing personalized strategies for individual major donors. The Major Gift Officer will work closely with the Director of Development and a growing cross-functional Strategic Gifts Team to build and support a major gifts pipeline.

Three Square provides wholesome food to hungry people, while passionately pursuing a hunger-free community. Three Square is Southern Nevada's only food bank and largest hunger relief organization, serving Las Vegas and all of Clark, Lincoln, Esmeralda, and Nye counties. Three Square works with a service network of community partners, including nonprofit and faith-based organizations, schools, and after school and feeding site, in the community to reach struggling individuals and families at risk of hunger. Since opening in 2007, Three Square has provided more than 444 million pounds of food to hundreds of thousands of people in need and earned a reputation as one of the most efficient and effective food banks in the country.

When the COVID-19 pandemic struck, Three Square immediately implemented a disaster response plan to answer sudden school and business closures, drastic declines in retail food donations, social distancing limitations on volunteer efforts, reduced on-site staff support, and the need for low-contact food distributions. Within days, Three Square had increased food distribution by 250,000 meals a week and increased the capacity of its Call Center to refer Southern Nevadans to available food resources, social services, and unemployment benefits.

While Three Square's COVID-19 relief efforts have superseded regular programs and operations for the foreseeable future, Three Square is more committed than ever to its mission of providing wholesome food to hungry people, while passionately pursuing a hunger-free community. Three Square is a member of the Feeding America network of food banks.

REPORTING RELATIONSHIPS

The Major Gift Officer will report to the Director of Development, Kate Hibbard Gaines.

FROM THE DIRECTOR OF DEVELOPMENT

In the last 18-months, our community has experienced record high food insecurity rates – as many as 440,000 Southern Nevadans were food insecure at the peak of the pandemic. [Feeding America's 2021 Map the Meal Gap](#) study now projects more than 363,000 people still don't know where their next meal will come from.

After a year of change, hardship, and even danger, it's not always easy to feel optimistic when there are still so many challenges ahead. But we do feel hopeful, having witnessed time and time again the capacity of people to act selflessly and the power of people to help each other through such difficult times. Among other things, our hopeful outlook is reflected by a simple data point: while everyone's lives were being disrupted by the pandemic, more than 15,200 people who had never before donated to Three Square, took the time and made the effort to support this community through their food bank. We are humbled by the trust and responsibility that has been bestowed upon us.

The groundswell of good will, hard work, and financial investment we have witnessed will need to be sustained into the future to ensure our community's long-term health and prosperity. Three Square's development team, in its current state is "small but mighty." However, the team continues to excel with exceptional stewardship activities, resulting in impressive donor engagement and retention (averaging over 60% annually.)

This moment in time presents an opportunity to welcome a dynamic and experienced Major Gift Officer to the team – one who will build off our current success to create a sustainable and flourishing major gift program. Tremendous revenue opportunity exists in this work, and consistent, focused attention to it offers the greatest chance of meeting and exceeding the bold goals of the coming years. If you are ready to change lives and end hunger, we hope you will join us!

–Kate Hibbard Gaines, Director of Development

THREE SQUARE'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

By focusing on the differences and similarities that each individual brings to Three Square, its ties to the community will be strengthened through its services and programs. Food insecurity is an experience that can happen to anyone in the community. Three Square understands that food insecurity disproportionately impacts communities of color. Three Square, as an organization of diverse people, is committed to the practice of listening, learning, and transforming from the inside out and acting as a force of good in the community to break down barriers, remove systemic racism from the food system, and affect positive change.

PRIMARY RESPONSIBILITIES

Donor Engagement and Portfolio Management

The Major Gift Officer will

- maintain a portfolio of major individual donors and prospects by creating and implementing strategies for the cultivation, solicitation, and stewardship of donors with the capacity to make gifts of \$10,000 or more;

- write customized proposals, presentations, and stewardship reports for major individual donors;
- conduct at least 100 meaningful engagements with donors and prospects annually through one-on-one meetings, site visits/tours, virtual calls, etc.;
- craft personalized, consistent donor experiences for individual major donors and major donor prospects;
- assume responsibility for the cultivation, stewardship, tracking, reporting, and analysis of activity related to assigned planned giving prospects;
- work in close partnership with the Development Team to identify and develop strategies to ensure regular stewardship and recognition of donors, including thank you campaigns, impact reports, stewardship events, and new ideas for how to keep donors engaged and informed;
- serve as an active member of the Development Team and cross-functional Strategic Gifts Team, contributing to goal setting and the refinement of processes and procedures; and
- play an active role in executing and supporting Three Square's fundraising and strategic plans

Planning and Strategy

The Major Gift Officer will

- strategize on portfolio assignments and fundraising goals to maximize giving;
- cultivate relationships (new and existing) with internal and external leaders who can extend Three Square's reach by connecting and assisting with the cultivation and solicitation of existing donors and new prospects;
- identify, propose, and contribute to the development of donor solicitation and marketing materials;
- assist and participate in the preparation of the department budget;
- foster camaraderie and collaboration throughout the department and organization, and hold to the standards of Three Square's culture and values; and
- serve as a planned giving content expert.

Data Management

The Major Gift Officer will

- working with the Donor Relations Team, create monthly reports that accurately reflect donor engagement activities;
- maintain accurate, complete, and timely donor records for current and prospective individual major gift and planned giving donors; and
- ensure accurate tracking systems for all types of donor activity.

LEADERSHIP AND KEY COLLEAGUES

Brian Burton

President and CEO

As the President and CEO of Three Square Food Bank, Brian W. Burton has helped Three Square develop into one of the fastest growing food banks in the nation. His professional expertise includes rapid organizational growth and development, program sustainability, community engagement, public policy work, and diversified fundraising. Burton brings more than 20 years of nonprofit industry experience to his post at Three Square. Prior to joining Three Square in 2011, Burton served for 14 years as Executive Director at the Wilkinson Center in Dallas, Texas, a faith-based nonprofit organization lifting people out of poverty through education and emergency services. He holds a Master of Divinity degree in Education from Southern Seminary, a Master of Business Administration degree from Louisiana State University, and

a Bachelor of Arts degree from Ouachita Baptist University. When he is not busy pursuing a hunger-free community, Burton enjoys reading, traveling, and birdwatching.

Michelle Beck

Chief Development Officer

As Chief Development Officer, Michelle Beck and her dynamic team inspire individuals, corporations, foundations, and organizations to partner in the fight against hunger. Beck is directly responsible for raising the annual cash budget for Southern Nevada's only food bank, enabling continued operational growth until the meal gap in Southern Nevada has been closed. In addition to development and fundraising, Beck oversees all aspects of marketing, communications, and brand awareness. She is a member of the Association of Fundraising Professionals and has over 25 years of experience in business development – nearly a decade of development experience in the banking industry. Prior to joining Three Square in 2012, Beck served as Vice President of Business Development and Client Relations at Bank of George and Community Bank of Nevada. Beck is a native to Las Vegas and is proud to serve others in the city where both she and her husband were raised, educated, and have raised their two children.

Kate Hibbard Gaines

Director of Development

As Director of Development at Three Square, Kate Hibbard Gaines oversees the annual fundraising strategy across revenue sources and leads strategic giving programs for Southern Nevada's only food bank. Gaines and her team raise funds that are crucial for transformative solutions to ending hunger and work collaboratively with community partners to enroll and engage more donors in the mission.

Gaines earned her Bachelor of Arts in Sociology and Rhetoric & Communication Studies from the University of Richmond where she was also a member of the varsity swim team. In 2006, she worked with the Virginia Chapter of The Nature Conservancy, supporting state and regional priorities for Government Affairs, Conservation Programs and Philanthropy teams. She gained experience facilitating engagement opportunities for trustees and key stakeholders; supporting major donor strategies through grant writing and proposals; and planning and executing special events for major donors – invaluable skills she brought to the food bank when she joined the Development team in 2013. A year later, Gaines developed and launched the Giving Society, Three Square's philanthropic leadership group with annual contributions that have grown to over \$1.5 million annually. Gaines finds great joy in connecting and building sustaining partnerships with people who share the vision of a hunger-free community. While Gaines works endlessly towards Three Square's mission, she finds the time to enjoy swimming, traveling, and spending time with friends and family.

Tiffany Keegan

Director of Donor Relations

Tiffany Keegan serves as Director of Donor Relations at Three Square. In this role, she manages Donor Perfect, Three Square's financial donor database, along with the gift entry and acknowledgement process. Keegan also plays a crucial part supporting Three Square's grant management process by providing reports and donor gift history, as well as developing and executing the Direct Marketing program alongside the Chief Development Officer and the Director of Marketing and Communications.

After earning her bachelor's degree in Business Administration from the University of Nevada, Las Vegas, she gained experience by providing administrative support at a local law firm and within the Conference Management department at The Venetian Resort®. In 2008, nearly one year after Three Square opened its doors, Keegan joined the Development and Marketing team to help create, maintain, and protect the donor management process and its systems. Since then, her role and department have grown as Three Square's brand and awareness have expanded. She contains a wealth of historical organizational knowledge that extends outside of the Development and Marketing departments. Keegan is truly

passionate about the work and mission of Three Square and feels fortunate to be a part of what the organization has done over the past 13 years. When she is not busy expressing tremendous gratitude to the donors that support Three Square, you can find Keegan and her husband spending time outdoors with their two dogs, Porter and Sadie.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Three Square seeks a Major Gift Officer with

- a commitment to passionately pursuing a hunger-free community;
- experience soliciting major gifts and engaging with donors;
- excellent written, verbal, interpersonal, and presentation skills, and an ability to perform and communicate in a highly professional manner;
- an ability to persuasively articulate mission, values, and information to multiple audiences in a compelling way including presentations and written proposals;
- attention to detail and strong organizational skills;
- curiosity, coupled with strong research/analytical skills;
- sensitivity, tact, diplomacy, and a commitment to honoring confidentiality;
- an ability to work independently, including the ability to exercise initiative, judgment, and problem solving skills; and
- proficiency in Microsoft Office Suite (Word, PowerPoint, Excel, Outlook) and Donor Perfect (or relevant CRM) database experience.

A bachelor's degree is required for this position as is at least five years of fundraising experience in a complex fundraising environment.

SALARY AND BENEFITS

Three Square offers a competitive salary and benefits package.

LOCATION

This position is located in Las Vegas, Nevada. Three Square is following all state mandates and CDC guidelines regarding COVID-19. It currently requires masks to be worn while on campus.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission and values of Three Square as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected. All inquiries will be held in confidence.

To apply for this position, visit:

[Major Gift Officer, Three Square.](#)

To nominate a candidate, please contact Gregory Leet:

[gregoryleet@aspenleadershipgroup.com.](mailto:gregoryleet@aspenleadershipgroup.com)