

Craft Contemporary

Position Title: **Major Gifts Officer**

Status: **Full-time, exempt**

Primary Supervisor: **Executive Director**

Schedule: **Hybrid, including occasional evenings and weekends as required**

Position Summary

Craft Contemporary seeks an experienced, relationship-driven Major Gifts Officer (MGO) to expand philanthropic support for the museum through the identification, cultivation, solicitation, and stewardship of individual donors and prospects.

Reporting directly to the Executive Director, the Major Gifts Officer serves as the museum's primary frontline fundraiser for major individual gifts. The position will manage a portfolio of current and prospective donors, develop personalized strategies for moving donors toward increased philanthropic investment, and build a sustainable pipeline of major and principal gift prospects.

The Major Gifts Officer will be responsible for securing a minimum of \$150,000 annually in individual contributions from an assigned portfolio, with the expectation that this goal will grow as the portfolio matures. Success will be measured not only by dollars raised, but also by donor retention, upgrades, qualified prospects added to the pipeline, meaningful donor engagement, solicitations completed, and multi-year commitments secured.

Working collaboratively with the Executive Director and Development team, the Major Gifts Officer will connect donors with Craft Contemporary's exhibitions, education programs, artists, institutional priorities, and long-term vision.

The ideal candidate is an exceptional relationship builder who enjoys connecting people with mission-driven work and has demonstrated success securing five- and six-figure philanthropic gifts. We seek a fundraising partner who wants to make a significant impact and help expand the legacy of Craft Contemporary.

KEY RESPONSIBILITIES

Major Gifts & Portfolio Management

- Develop and actively manage a portfolio of approximately 75–100 individual donors and qualified prospects, with a primary focus on donors capable of making gifts of \$5,000 or more.
- Meet or exceed an annual individual giving revenue goal of \$150,000 from the assigned portfolio, with annual goals established in partnership with the Executive Director and adjusted as the portfolio develops.
- Identify, qualify, cultivate, solicit, and steward major gift prospects through personalized engagement strategies.

- Develop written cultivation and solicitation strategies for assigned major donors and prospects, including appropriate gift targets and next actions.
- Maintain an active solicitation pipeline and move qualified prospects toward meaningful philanthropic commitments.
- Prepare customized proposals, briefing materials, cases for support, impact reports, and stewardship communications.
- Partner with the Executive Director on major and principal gift strategies, donor meetings, solicitations, and stewardship.
- Conduct approximately 75–100 meaningful donor meetings and substantive interactions annually.
- Secure annual and multi-year gifts supporting Craft Contemporary’s strategic and programmatic priorities.
- Identify opportunities to upgrade existing donors into higher levels of giving and cultivate annual donors toward major gift potential.
- Track portfolio activity, solicitations, commitments, and revenue against established annual goals.

Individual Giving Strategy

- Develop and implement a comprehensive individual giving strategy that creates a clear pathway from membership and annual giving to leadership, major, and future legacy giving.
- Identify annual donors and members with the capacity and inclination to deepen their philanthropic relationship with Craft Contemporary.
- Strengthen donor retention, renewal, and upgrades within the assigned portfolio.
- Expand leadership and major giving opportunities through personalized cultivation.
- Help develop giving societies, recognition opportunities, and donor experiences that encourage increased philanthropic investment.
- Collaborate on annual and year-end fundraising campaigns, with particular responsibility for identifying donors requiring personalized outreach or solicitation.
- Help establish a pipeline for future planned and legacy giving opportunities as the museum’s fundraising program grows.

Donor Stewardship

- Build authentic, long-term relationships with donors and prospects through regular, personalized engagement.
- Ensure timely and meaningful stewardship for donors within the assigned portfolio.
- Develop personalized recognition and engagement opportunities based on donor interests.
- Coordinate donor visits, exhibition previews, artist meetings, behind-the-scenes experiences, leadership briefings, and other cultivation opportunities.
- Partner with museum staff to communicate the impact of philanthropic support throughout the year.
- Maintain consistent donor contact through in-person meetings, telephone conversations, personalized correspondence, handwritten notes, and other appropriate communications.
- Identify opportunities to reconnect with lapsed donors and reengage former supporters.

Prospect Research & Portfolio Development

- Work with Development staff to identify and qualify new major gift prospects.
- Utilize donor analytics, wealth screening, institutional knowledge, referrals, and prospect research tools to expand the major gifts pipeline.
- Evaluate giving history, engagement, philanthropic interests, capacity, and inclination when developing donor strategies.
- Maintain accurate and timely donor records, contact reports, moves-management activity, proposals, and next steps in Bloomerang.
- Regularly review the portfolio with the Executive Director to assess progress, prioritize prospects, and develop solicitation strategies.
- Monitor fundraising performance against annual revenue and activity goals.

Campaigns & Institutional Priorities

- Secure individual philanthropic support for institutional priorities including:
 - The Future We Make Together Fund
 - Capital improvements and future capital campaigns
 - Exhibitions and artist-centered initiatives
 - Education and public programs
 - Endowment creation and growth
 - Strategic initiatives
 - Special campaigns and emerging institutional priorities
- Work closely with the Executive Director to identify transformational philanthropic opportunities and cultivate donors with the capacity for principal and campaign gifts.
- Help develop the major gift pipeline necessary to support Craft Contemporary's long-term financial sustainability and future campaign readiness.

Cross-Department Collaboration

- Collaborate closely with the Director of Development & Communications to develop compelling donor materials, impact communications, proposals, and case for support statements.
- Partner with the Development Manager to ensure accurate gift processing, donor acknowledgment, stewardship tracking, CRM management, and campaign implementation.
- Collaborate with Curatorial, Education, Public Programs, The Egg & The Eye Shop, and Visitor Experience staff to develop meaningful donor engagement opportunities.
- Serve as an informed and enthusiastic ambassador for Craft Contemporary and maintain a strong working knowledge of the museum's mission, exhibitions, programs, strategic priorities, and funding needs.
- Represent Craft Contemporary at museum programs, donor events, community gatherings, and other cultivation opportunities.
- Support select museum events and programs, including exhibition openings, member events, seasonal salons, annual benefits, and other donor-facing functions.
- Attend occasional evening and weekend programs as required.
- Complete additional responsibilities and special projects related to the position as assigned by the Executive Director.

Qualifications

- Bachelor's degree or equivalent combination of education and relevant professional experience.
- Five or more years of progressively responsible fundraising, advancement, or nonprofit development experience.
- Demonstrated success identifying, cultivating, soliciting, and stewarding individual donors.
- Documented success personally soliciting and closing gifts of \$10,000 or more, with experience securing five- and six-figure gifts strongly preferred.
- Demonstrated ability to manage a donor portfolio and achieve measurable fundraising goals.
- Excellent interpersonal skills and the ability to build authentic relationships with donors, trustees, artists, community leaders, colleagues, and other stakeholders.
- Excellent written, verbal, presentation, listening, and storytelling skills.
- Strong organizational and project management skills, with the ability to manage multiple donor relationships and priorities simultaneously.
- High degree of professionalism, discretion, judgment, and confidentiality.
- Self-motivated and comfortable working independently while contributing collaboratively across departments.
- Experience with donor databases such as Bloomerang, Salesforce, Raiser's Edge, Blackbaud, or comparable CRM platforms.
- Proficiency with Microsoft Office.
- Interest in contemporary art, craft, culture, education, and community engagement.

Preferred Qualifications

- Experience working within museums, arts organizations, higher education, cultural institutions, or other mission-driven nonprofits.
- Knowledge of current philanthropic trends and best practices in major and individual giving.
- Experience with capital or comprehensive campaigns.
- Experience developing multi-year donor commitments.
- Familiarity with donor research, wealth screening, and moves-management tools.
- Experience working collaboratively with executive leadership and boards in donor cultivation and solicitation.

Performance & Success Measures

Annual performance goals will be established in partnership with the Executive Director and will include both revenue and donor-development metrics.

During the first year, the Major Gifts Officer will be expected to:

- Secure a minimum of \$150,000 in individual contributions from the assigned portfolio with the expectation that this goal will grow as the portfolio matures.
- Build, qualify, and actively manage a portfolio of approximately 75–100 donors and prospects.
- Conduct approximately 75–100 meaningful donor meetings or substantive interactions annually.
- Maintain an active pipeline of qualified prospects and documented solicitation strategies.
- Increase the number of donors making leadership and major gifts.
- Increase renewals and upgrades among assigned donors.

- Develop individualized cultivation and solicitation plans for priority prospects.
- Secure new, renewed, upgraded, and multi-year commitments.
- Expand the qualified major gift pipeline for future institutional and capital priorities.
- Maintain accurate and timely donor activity, moves-management, and revenue information in Bloomerang.
- Demonstrate consistent progress toward annual fundraising goals through quarterly portfolio reviews with the Executive Director.

Physical Requirements

- Prolonged periods of sitting and working at a computer.
- Ability to travel locally for donor meetings, events, and cultivation activities.
- Ability to occasionally lift and carry up to 25 pounds in connection with museum events.
- Ability to attend occasional evening and weekend programs.

Compensation

The anticipated salary range for this full-time, exempt position is \$80,000–\$120,000 annually, commensurate with experience and qualifications.

Benefits currently include a \$400 monthly stipend toward health, dental, and vision insurance; two weeks of paid vacation; eleven paid federal holidays; two personal days; five sick days annually; paid parking; a 40 percent employee discount at The Egg & The Eye Shop; and a \$500 annual professional development stipend.

Application Procedure

To be considered for this position, please submit the following as a single PDF attachment to Rody N. Lopez, Executive Director, HR@craftcontemporary.org:

- Letter of Interest
- Resume
- Three professional references
 - *References will only be contacted after a finalist has been identified and with the candidate's permission.*

Applications will be reviewed on a rolling basis until the position is filled.

Craft Contemporary may ask finalists to participate in a brief fundraising strategy or donor-engagement exercise as part of the selection process.

Equal Employment Opportunity

Craft Contemporary is an Equal Opportunity Employer and is committed to fostering a diverse, equitable, and inclusive workplace. We encourage qualified candidates of all backgrounds and lived experiences to apply. Employment decisions are made without regard to race, color, religion, creed, sex, gender identity or expression, sexual orientation, national origin, ancestry, age, disability, medical condition, marital status, veteran status, or any other characteristic protected by applicable federal, state, or local law.

About Craft Contemporary

Craft Contemporary, located on Los Angeles' historic Miracle Mile, resides in a three-story neo-Georgian building designed in 1930 by Gilbert Stanley Underwood. Once housing Frieda Schroeder Cakes, it was transformed into The Egg & The Eye, a restaurant and gallery by painter Edith Robinson Wyle in 1965, gaining non-profit status as the Craft and Folk Art Museum in 1973. Today, its façade, adorned with a vibrant geometric design by Los Angeles artist Brent A. Spears (Shrine), showcases the museum's dynamic spirit.

In 2018, the institution transitioned to Craft Contemporary, aligning its name with a mission that celebrates both the process and outcome of making. Craft Contemporary is a vibrant hub for creativity and cultural enrichment in Los Angeles, embracing diverse audiences. The museum remains committed to Wyle's legacy, curating exhibitions featuring established and emerging artists exploring craft media often overlooked in larger institutions. Wyle's belief in the transformative power of hand-crafted objects echoes through the museum's commitment to representing handmade art, cultural identity, and immersive experiences. The institution continues to evolve, offering educational programs and hands-on multigenerational workshops, creating a space where Los Angeles residents can deepen their connection to art, creativity, and community.

The museum also features an award-winning museum store, The Egg & The Eye Shop, which is a destination in its own right.

Please visit www.craftcontemporary.org/about for more information.

About Los Angeles

Los Angeles is the commercial, financial, and cultural center of Southern California. The city covers approximately 470 square miles and is home to a population of 4 million residents (10 million in Los Angeles County); it is the largest city in the state of California and the second most populous city in the United States. Los Angeles is known for its Mediterranean climate, ethnic and cultural diversity, championship sports teams, and beautiful beaches. Los Angeles ranks among the world's largest economies; not only is it the epicenter of the entertainment industry, but Los Angeles also has a booming tourism industry and strengths in international trade, technology, fashion, and digital media. Los Angeles is home to iconic landmarks and attractions, renowned universities and colleges, and more museums than any city in the United States, including The Getty, Los Angeles County Museum of Art, The Broad, and California Science Center.