



CHIEF ADVANCEMENT OFFICER

Jewish Federation of Greater New Orleans | Metairie, LA

The Chief Advancement Officer (CAO) of the Jewish Federation of Greater New Orleans (JFGNO) will be responsible for developing and overseeing the execution of a high-level strategic plan for fundraising. The CAO will lead the effort to identify, cultivate, solicit, and steward annual campaign, major, and planned giving donors.

WHO ARE WE?

Since 1913, the Jewish Federation of Greater New Orleans has connected the human and financial resources which empower advocacy and social action, strengthen Jewish identity, and cultivate an inclusive and engaged community locally, in Israel, and around the world.

The New Orleans Jewish is approximately 12,000 strong, and dates back to the early eighteenth century.

Currently our Annual Campaign raises between \$2.6 and \$2.7 million, a consistent range over the past ten years.

ABOUT THE POSITION

To shine as CAO, you need a passion for both fundraising and stewardship, matched by extensive knowledge of these respective crafts. You will have three key responsibilities: 1) enhance JFGNO's philanthropic capabilities and infrastructure, with a focus on end-to-end, donor-centric solutions; 2) drive growth, and 3) work closely with the Chief Operating Officer (COO) and Marketing and Communications Director to execute a clear fundraising and branding vision.

While all three of these responsibilities are important, your primary responsibility will be to drive growth, which you'll do through two avenues: 1) managing and growing JFGNO's major gifts; and 2) increasing revenue per donor through broader and deeper community engagement with our programs.

As CAO, you'll also work closely with our Sponsorship Manager and our Grant Writing Director, overseeing sponsorship opportunities for major donors which align with their interests. You will be able to articulate confidently why our mission matters and why people—current, prospective, and staff alike—should want to support and be a part of JFGNO. This position reports to the COO.

Metrics of success:

- **Total/major gifts**
- **Creation of and evaluation of a formal supplemental giving pipeline system**
- **Regular donor scraping**
- **Member engagement score (through outreach, touch and program attendance)**
- **Revenue per donor**
- **A 5% overall Annual Campaign increase after the first full campaign in the position, with mutually agreed upon goals to grow additional amounts over the next 3 years through corporate, individual, leadership and planning giving**

The ideal candidate will bring visionary fundraising leadership, marked by a solid track record of development planning and major portfolio management. You will execute a long-range strategy for increasing private philanthropic support, with attention to meeting annual financial targets, as well as managing a personal portfolio of major donors.

You will have a resume demonstrating your ability to identify, cultivate, solicit, steward, and secure charitable funds in a complex environment where the prospective donor constituency is not immediately obvious. You will join a culture in which passion for the mission, excellence, transparent collaboration, respect, performance measurement, and accountability are guiding principles.

In addition, the CAO will possess the professional maturity, stature, and flexibility to build productive relationships and alliances with philanthropic individuals and foundations. Moreover, you will have the proven ability to creatively engage and motivate donors and prospects and inspire confidence from internal and external constituencies.

General Skills

- Direct experience soliciting and cultivating donors and creating and executing annual campaigns and long-term affinity and alliance programs
- Keen knowledge of philanthropic trends across all aspects of charitable giving
- Proven ability to lead, manage, and work independently with accountability
- Excellent written and verbal communication skills
- Expert ability in Microsoft applications
- Social media expertise and basic graphic design knowledge are helpful
- Proven understanding of data analytics, including applicable software and other measurement tools – including a CRM (we are currently migrating to Neon One)
- Ability to flourish in a constantly evolving field and work environment, while also working collaboratively with fellow staff

Strategic Philanthropy

- Develop and implement an integrated Financial Resource Development (FRD) model, through major and planned giving (in collaboration with our partner organization, the Jewish Endowment Foundation of Louisiana [JEF]), which supports the mission of our organization

- Build replicable processes for stewarding donor prospects, including astutely matching donors based on their areas of interest and our programs and initiatives
- Identify and implement new revenue streams with a focus on sustainable, unrestricted gifts
- Evaluate current event planning strategy and offer a fresh perspective to modernize our approach
- Assist in the creation of a multifaceted communications plan that takes advantage of available mediums, including digital, social media, email, SMS, etc
- Enhance donor understanding of our mission and increase investment in our work
- Assist with planning and execution of JFGNO's fundraising and philanthropic outreach, which supports operations, programs, and pass-through giving/allocations
- Develop opportunities for supplemental gifts to support specific JFGNO programs and activities
- Cultivate new strategies to broaden and deepen engagement of the next generation of Jewish philanthropists
- Craft relationships with a personal portfolio of major donors

Board and Senior Staff Leadership

- Together with senior staff, educate and train campaign volunteer leadership, board members and staff on donor identification, cultivation and effective stewardship
- Work with the CEO and COO to ensure campaign volunteer leadership and board members are engaged and energized by their association with JFGNO, and provide information as needed on donor cultivation, fundraising techniques, and planned giving tactics
- Attend board meetings and board committee meetings and report on development activities as needed
- Serve as an ambassador for the organization, articulating our mission to constituents, partner organizations, and potential funders
- Collaborate closely with our partner organization, JEF, to coordinate planned giving strategies
- Team with the COO to develop and produce regular financial and fundraising reports for the CEO and the Executive Committee of the Board that synthesize our financial progress and evaluate our trends in fundraising activities

QUALIFICATIONS

- At least 5-7 years of progressively responsible experience as a leader in a combination of high-profile corporate, entrepreneurial and/or non-profit settings with major responsibility for business sales and/or fundraising and institutional advancement, and experience in managing a significant fund-development program, marketing, financial management, organizational development and governance
- Bachelor's degree required; advanced degree and/or CFRE preferred
- Immersive understanding of the non-profit sector, the Jewish community, the Jewish Federations of North America, and the social impact of fundraising on Jewish organizations
- A personal commitment to and understanding of Jewish values and traditions, and broader civic and community issues – including a commitment to Israel
- Experience in the New Orleans fundraising/philanthropic community is helpful

- Action-oriented, creative, analytical, and adaptable, bringing an innovative approach to fundraising and stewardship
- Ability to set and achieve strategic objectives
- Effective and persuasive communication skills, including an ability to prepare and deliver presentations to diverse audiences
- Must be able to work and/or participate in community-wide events on nights and weekends, out-of-town meetings, travel to conferences and overseas missions

COMPENSATION

As a salaried position, the CAO is exempt. JFGNO provides a fantastic benefits package, including health insurance with a refunded deductible, flexible spending accounts, a 401k with employer matching, life insurance, and generous paid time off – including Jewish holidays. Compensation is commensurate with experience – the salary range is \$65,000 - \$75,000.

If you believe you are the right candidate, share with us why, in one page or less, and send along with your resume and salary requirements to staffing@jewishnola.com.