



## **National Public Radio Director, Gift Planning**

### **THE COMPANY**

NPR (National Public Radio) is an internationally acclaimed producer and distributor of noncommercial news, talk, and entertainment programming headquartered in Washington, DC. A privately supported, not-for-profit membership organization, NPR serves a growing audience of 27.5 million Americans each week in partnership with more than 860 independently operated, noncommercial public radio stations. Each NPR Member Station serves local listeners with a distinctive combination of national and local programming. With original online content and audio streaming, NPR.org offers hourly newscasts, special features and ten years of archived audio and information.

### **THE POSITION**

The Director, Gift Planning will develop organizational strategies and goals for a newly created national planned giving effort, one that will support long-term strategic priorities of NPR and its member stations.

As a member of the senior individual giving team, the Director will manage and coordinate the planning, development, and execution of a new gift planning program for NPR. The position will work in conjunction with partnering member stations to maximize planned giving revenue from current public radio donors and listeners. Finally, the Director will ensure all gift planning efforts are donor-centric, cost-effective and provide long-term institutional growth

### **RESPONSIBILITIES**

The Director, Gift Planning will have the following responsibilities and perform the following duties:

#### **1. Strategic Planning**

- a. Working with the Sr Director of Individual Giving, the Foundation president, and others, develop and implement a national strategic vision for generating revenues from new and upgraded legacy and endowment gifts, including bequests, life insurance policies, trusts, life income vehicles, and other forms of deferred giving.
- b. In conjunction with partnering member stations, create and implement a Planned Giving marketing plan including on-air, brochures, newsletters, direct mail, advertising, NPR website content, e-blasts, seminars, and events to encourage legacy and planned gift inquiries and completed gifts.
- c. Plan and implement appropriate recognition for Planned Giving Donors and their gifts, including preparation of suitable thank-you letters and other mechanisms of gift acknowledgement. Oversee Joan Kroc Legacy Society.

#### **2. Fundraising**

- a. Thoroughly understand NPR; its mission and policies, culture, values, history, key stakeholders, programs and finances.
- b. Develop and manage a personal portfolio of major and planned gift donors. Identify, qualify, cultivate and steward new and current donors/prospects as well as professional advisors in order to generate gifts. Conduct one-on-one solicitations. Prepare customized gift scenario proposals personalized for the donors' unique personal, financial and charitable goals using PG Calc software.

Consult with outside tax and Estate Planning Advisors regarding these proposals.

c. Prepare appropriate agreement documents and provide drafts, as requested, to the prospective donor's advisors for review and comment.

### **3. Leadership**

a. Serve as an information resource on charitable giving vehicles and guidelines to staff, Senior Leadership and Donors.

b. Keep abreast of current tax laws, statutes, planned giving materials, agency policies and other agency publications. Be prepared to provide advice and assistance to other members of the NPR staff in these areas. Participate in professional organizations in charitable gift planning and tax matters, and make periodic presentations to the Board of Trustees on the status of the planned giving program.

c. With the Director of Development Resources, create and update gift acceptance policies. Review and approve the terms of proposed Planned Giving agreements to ensure that they comply with organization standards and are in the organization's best interest.

d. Speak on behalf of NPR's gift planning program at events and at stations.

### **4. Program Administration**

a. Responsible for arranging registration for NPR to issue gift annuities in all relevant states.

b. Work with the Chief Financial Officer to write and administer planned gift offerings and execute agreements in accordance with proper accounting and legal practices. Coordinate with Finance and Administration Division regarding endowment fund investments and operations. Monitor investment performance and account status for planned gifts on behalf of participants in programs.

c. Ensure and expedite receipt of all monies NPR is entitled to. Communicate with appropriate attorneys, executors or trustees to provide information and gather relevant documentation about estates naming NPR.

d. Oversee timely acknowledgement of all distributions. Compile and disseminate reports to leadership.

e. Develop policies and procedures as needed to assist stations in contributing to and benefiting from planned giving program success.

### **5. Management**

a. Staff the Steering Committee of the Joan Kroc Legacy Society.

b. Over time, build and manage a national team of planned giving officers and local leaders.

c. Develop network of Professional Advisors and create and implement Planned Giving seminars for Donors and their Professional Advisors.

### **QUALIFICATIONS**

The Director, Gift Planning will have a solid understanding of and experience in planned giving methodology and case management, and be a strategic program manager who is committed to the organization's mission.

6. Minimum of seven years of progressively responsible experience in a complex fundraising organization or in tax, estate planning, or wealth management.

7. A proven track record in the cultivation, solicitation and closing of planned gifts and/or other campaign or similar business sales.

8. A thorough understanding of planned giving methodology and case management.

9. Ability to conduct financial analysis of portfolios and answer donor inquiries.

10. Experience building a program including handling both strategic and day-to-day functions. Ability to direct and successfully manage multiple projects simultaneously under tight deadlines.

11. Excellent writing, public speaking skills and familiarity with technical applications of all types.

12. Willingness to travel domestically, with international travel possible for cultivation or solicitation purposes.

13. Able to work independently and as part of a team, to follow through on projects.
14. Some supervisory experience desirable.
15. Computer literacy and Internet familiarity required.
16. A facilitator and coordinator with outstanding leadership abilities and interpersonal skills; must have credibility, good judgment and integrity; and trust and motivate others in a similar vein.
17. An effective communicator who is articulate and persuasive in writing as well as verbally; adept at crafting proposals, donor correspondence and other kinds of materials; and making presentations to a variety of audiences.
18. Demonstrated skill in planning, prioritizing, organizing, and following through. Able to apply strategic and creative thinking, while being persistent, motivated and energetic, along with the ability to work in detail-oriented fashion.
19. Effective people management skills (able to work with staff across departments and promote productivity while creating a supportive work environment). A manager with a commitment to working with and motivating a wide range of people.
20. A team player who can skillfully coordinate fundraising activities with the Sr Director and peers; emotionally mature with a sense of humor.
21. Outgoing, straightforward and self-possessed; one who shares information readily, listens as well as gives advice and respects the abilities of others.
22. Decisive and resourceful with the ability to anticipate and act on events and opportunities in an appropriate manner.

## **COMPENSATION**

Compensation will be commensurate with experience.

## **APPLICATION**

**Please apply online at [www.npr.org/about/jobs](http://www.npr.org/about/jobs).**

Questions or inquiries (only) can be directed to [employment@npr.org](mailto:employment@npr.org).