



## **About Us**

As Kansas City's Botanical Garden, Powell Gardens plays a vital role in the community as a space for release, rejuvenation, and the celebration of the fleeting nature of nature itself. Visitors enjoy themed display gardens, nature trails, seasonal festivals, rotating exhibitions, and exceptional architecture. Established in 1988, Powell Gardens is a public garden, maintaining over 700 acres of lush, rolling hills and windswept meadows, with more than 175 acres and a large collection of plants open to the public for education, exploration, and recreation. With the addition of our second location, Colonial Farms, we offer a new way to advance our mission of education, community engagement and spreading our love for plants.

We at Powell believe that our team members are our most important asset. By building strong relationships with each other, we can ensure that our guests have the best possible experience. We are looking for someone passionate and with a proven record to elevate our Individual Giving efforts that will take Powell Gardens into the future. If this sounds like you, we would love to speak with you!

## **Summary**

The Individual Giving Officer is responsible for developing and implementing strategies that inspire philanthropic support from individual donors through annual giving, mid-level giving, planned giving, and donor stewardship. This position manages the organization's annual fund, direct mail and digital appeals, donor communications, stewardship initiatives, and planned giving program while cultivating meaningful relationships that encourage long-term philanthropic investment.

Working collaboratively with the Chief Development Officer and Development team, the Individual Giving Officer develops and executes fundraising strategies that strengthen donor engagement, increase annual giving participation, and build a sustainable pipeline of future major and planned giving donors.

The Individual Giving Officer serves as the organization's lead strategist for individual philanthropy, building a sustainable pipeline of engaged donors who progress from first-time gifts to recurring support, increased annual giving, planned giving, and ultimately major gifts.

This position serves as a key ambassador for Powell Gardens, communicating the organization's mission and impact while creating meaningful opportunities for donors to deepen their connection with Powell Gardens and Powell Gardens Colonial Farms.

## **Essential Functions**

### **Annual Giving & Individual Fundraising**

- Develop, implement, and evaluate comprehensive annual giving strategies to increase donor participation, retention, and philanthropic support.
- Plan and execute annual fundraising campaigns, including direct mail, digital appeals, year-end giving, spring appeals, GivingTuesday, special initiatives, and other annual fundraising efforts.
- Manage a portfolio of annual and mid-level donors through identification, qualification, cultivation, solicitation, stewardship, and renewal.

- Develop individualized engagement strategies that encourage increased giving and long-term philanthropic investment.
- Identify opportunities to upgrade donors and transition prospects into the major gift pipeline.
- Monitor campaign performance and strategize to improve fundraising results and donor participation.
- Assist in developing annual goals and implementation plans that support organizational priorities.

#### Prospect Research & Pipeline Development

- Identify, research, qualify, and cultivate prospective individual donors using internal data, community relationships, and philanthropic research tools.
- Develop strategies to increase donor acquisition, retention, and advancement through pipeline.
- Analyze donor giving history, engagement, interests, and capacity to identify opportunities.
- Collaborate with the team to transition qualified donors into the major gift portfolio.
- Work with the team to identify members and volunteers with philanthropic potential.
- Support implementation of moves management strategies for annual and mid-level donors.

#### Donor Stewardship & Planned Giving

- Develop and implement a comprehensive donor stewardship program that recognizes and celebrates philanthropic support at all giving levels.
- Coordinate donor acknowledgements, personalized correspondence, stewardship reports, impact reports, and recognition opportunities.
- Manage the organization's planned giving program.
- Cultivate planned giving prospects through outreach, engagement, and stewardship activities.
- Coordinate legacy giving recognition and stewardship initiatives.
- Ensure donors experience exceptional engagement throughout relationship.

#### Donor Communications & Fundraising Analytics

- Collaborate with Marketing and Communications to develop fundraising communications.
- Prepare appeal letters, newsletters, impact reports, email campaigns, donor stories, etc.
- Ensure consistent messaging that communicates the impact of philanthropy.
- Assist with fundraising content for organizational publications, website, and digital communications.
- Develop compelling stories that inspire giving and strengthen donor relationships.
- Analyze fundraising campaign performance, donor participation, retention rates, response rates, and giving trends to evaluate effectiveness and inform future fundraising strategies.
- Utilize analytics, reports, and metrics to make data-informed recommendations.

#### Donor Experience & Relationship Management

- Conduct personal visits, tours, and stewardship meetings with assigned donors and prospects.
- Develop individualized cultivation and stewardship plans for annual, mid-level, and planned giving donors.
- Participate in donor cultivation events, stewardship activities, and organizational programs.
- Maintain accurate donor records, contact reports, and moves management activity within Altru.

#### Collaboration

- Work collaboratively with colleagues across Powell Gardens to advance fundraising, membership, volunteer engagement, visitor experience, and organizational priorities.
- Partner with Development team to develop strategies, pipelines, opportunities, data gathering, etc.

## **Organizational Commitment**

- Demonstrate a commitment to the mission, vision, and values of Powell Gardens.
- Foster a culture of philanthropy, collaboration, innovation, exceptional customer service, and continuous improvement.
- Serve as a positive ambassador for Powell Gardens and Powell Gardens Colonial Farms in all interactions with donors, members, volunteers, visitors, community partners, and colleagues.
- Support fundraising events, donor engagement activities, exhibitions, festivals, and other organizational programs as needed, recognizing that successful execution of these initiatives is a shared responsibility across the Development Department.
- Participate in occasional evening and weekend activities, including donor events, fundraising events, festivals, exhibitions, community outreach, board meetings, and other functions as required.

## **Education/Experience**

### **Required**

- Bachelor's degree in nonprofit management, communications, marketing, business administration, public relations, or a related field, or an equivalent combination of education and experience.
- 3-5 years of progressive experience in fundraising, donor relations, communications, marketing, or relationship management.
- Demonstrated success in annual giving, donor stewardship, fundraising campaigns, or related philanthropic work.
- Valid driver's license and reliable transportation.

### **Preferred**

- Experience with donor database systems such as Altru, Raiser's Edge, Salesforce, or similar platforms.
- Experience managing annual giving and planned giving programs.
- Knowledge of fundraising best practices and donor-centered philanthropy.

## **Knowledge, Skills & Core Competencies**

### **Knowledge and Skills**

- Excellent written, verbal, and interpersonal communication skills.
- Strong relationship-building and donor stewardship skills.
- Knowledge of annual giving strategies and donor pipeline development.
- Ability to develop and execute fundraising campaigns from concept through evaluation.
- Ability to analyze fundraising data and translate results into actionable fundraising strategies.
- Experience interpreting donor trends, campaign performance, and fundraising metrics.
- Strong organizational and project management skills with exceptional attention to detail.
- Strong strategic thinking and problem-solving abilities.
- High level of professionalism, discretion, and confidentiality.
- Proficiency with Microsoft Office Suite and donor database software.
- Commitment to exceptional customer service and donor engagement.
- Ability to work independently while contributing to a collaborative team environment.

## **Physical Requirements/Work Environment**

- Primarily office-based, Monday through Friday, with regular movement throughout Powell Gardens and Powell Gardens Colonial Farms.
- Frequent interaction with donors, members, volunteers, visitors, community partners, and staff.

- This position supports fundraising initiatives benefiting both Powell Gardens and Powell Gardens Colonial Farms. Periodic travel between campuses and throughout the Kansas City metropolitan area for donor visits, meetings, and special events may be required.
- Ability to stand and walk for extended periods during meetings, tours, events, exhibitions, and festivals.
- Ability to lift and carry materials weighing up to 25 pounds.
- Ability to set up, transport, or assist with event materials and displays as needed.
- Occasional evening and weekend work is required to support donor cultivation, fundraising events, exhibitions, festivals, board meetings, community engagement activities, and other organizational initiatives.

### **Salary**

Range from \$55,000 to \$62,000 per year

### **Benefits**

|                                  |                                                             |
|----------------------------------|-------------------------------------------------------------|
| Medical/Dental/Vision            | Employer Paid Short-Term and Long-Term Disability Insurance |
| HRA, HSA and FSA Plans           |                                                             |
| Supplemental Insurance Available | Generous PTO Plan                                           |
| 403b Plan and Match              | 11 Paid Holidays per year                                   |
| Employer Paid Life Insurance     |                                                             |

### **To Apply**

Applicants interested in this position must submit the following to [hr@powellgardens.org](mailto:hr@powellgardens.org).

- Cover letter addressing the following:
  - Discuss your experience as it related to this role
  - Why are you interested in this role and why you would be a great fit
- Resume
- Three references: professional, academic, and/or personal

To view the full list of open positions, please go to [www.powellgardens.org](http://www.powellgardens.org)

### ***Equal Employment Opportunity & Employment Disclaimer***

Powell Gardens is an Equal Opportunity Employer and is committed to creating an inclusive workplace. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy, sexual orientation, and gender identity), national origin, age, disability, genetic information, veteran status, or any other characteristic protected by applicable federal, state, or local law.

Powell Gardens is committed to providing reasonable accommodations to qualified individuals with disabilities throughout the application and employment process. If you require an accommodation to complete an application, participate in the interview process, or perform the essential functions of the position, please contact Human Resources.

The duties, responsibilities, and qualifications described in this job posting are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all responsibilities, duties, or skills required. Duties and responsibilities may change at any time to meet organizational needs.

Employment with Powell Gardens is contingent upon successful completion of all applicable pre-employment requirements, which may include reference checks, background screening, verification of work authorization, and other job-related requirements, as permitted by law.

This job posting does not constitute an employment contract or guarantee of employment. Employment with Powell Gardens is at-will, meaning either the employee or Powell Gardens may terminate the employment relationship at any time, with or without notice or cause, except as otherwise provided by applicable law.