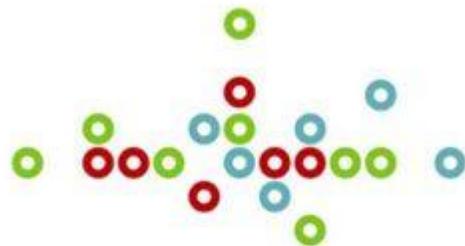


Position Profile

On behalf of our client, Minnesota Public Radio,
and parent company American Public Media Group,

CohenTaylor Executive Search Services
is conducting a retained executive search for its

Planned Giving Director



**MINNESOTA
PUBLIC RADIO®**

Minnesota Public Radio Fast Facts

- MPR began broadcasting from Saint John's University in Collegeville, Minn., on January 22, 1967.
- Every week, 20 million people listen to programming by Minnesota Public Radio's national programming division, American Public Media.
- MPR has 46 network stations and 41 translators.
- Contributions from corporations, foundations, institutional sponsors and individuals make up 60% of MPR's overall budget.
- MPR News has received more than 1,000 awards, including the Alfred I. duPont-Columbia University Award, George Foster Peabody Award and numerous national Edward R. Murrow Awards.
- American Public Media produces more classical music programming than any other media outlet and ranks second in the nation for overall public radio programming production volume.

To learn more about Minnesota Public Radio, visit:

<https://www.mpr.org/>



About MPR

Minnesota Public Radio® (MPR) is one of the nation's premier public radio stations producing programming for radio, digital and live audiences and operates a 46-station radio network serving nearly all of Minnesota and parts of surrounding states. Reaching 1 million listeners each week, MPR and its three regional services—MPR News, Classical MPR and The Current—produce programming for radio, digital and live audiences. MPR marks its first half century of public service in 2017 with broadcast programming and special events on air, online and in person across the state, get details at MPR50.org. A complete list of stations, programs and additional services can be found at mpr.org.

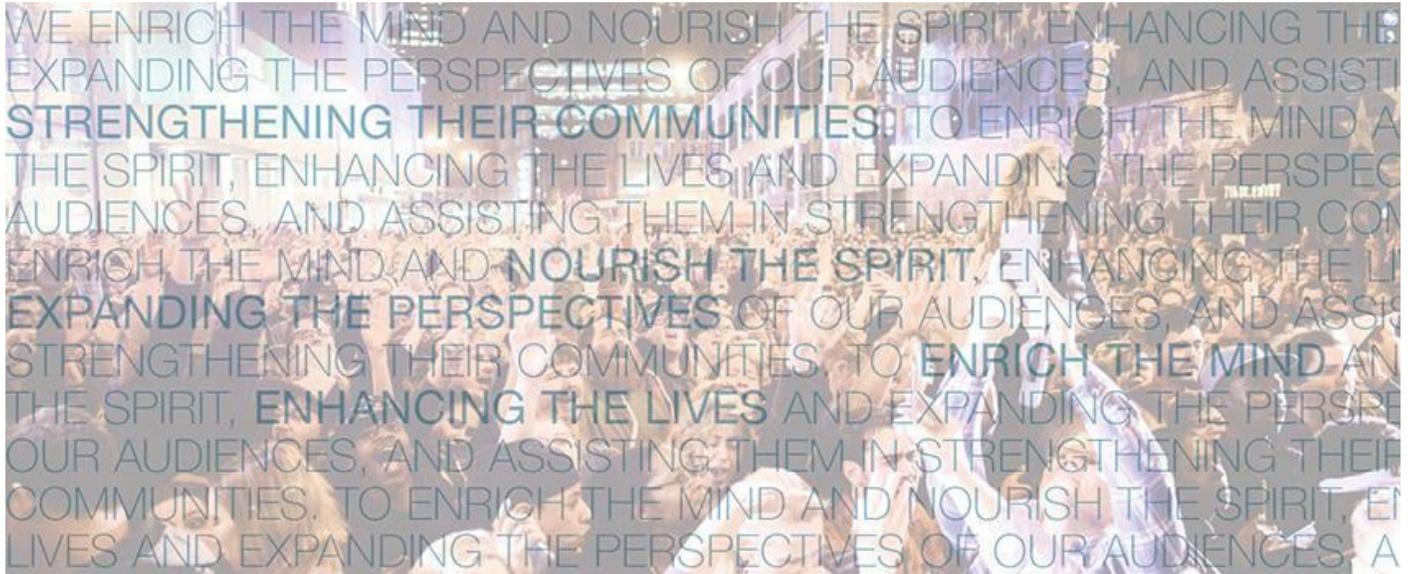
Mission

Our mission is to enrich the mind and nourish the spirit, thereby enhancing the lives and expanding the perspectives of our audiences and assisting them in strengthening their communities.

Vision

We will be an indispensable resource for our audiences and an essential public service for our communities.

MPRnews **the current** **classical MPR**



History

Since its origins as a single classical music station in 1967 at KSJR in Collegeville, Minn., MPR has earned nearly 1,000 broadcasting and journalism awards, including seven George Foster Peabody Awards (dubbed the “Oscar of broadcasting”), six Robert F. Kennedy Journalism Awards, a prestigious Alfred I. duPont-Columbia University Gold Baton Award and a Grammy Award.

American Public Media

American Public Media, MPR’s national programming division, is one of the largest producers and distributors of public radio programming in the world and the distributor of several public radio programs—including Live from Here®, Performance Today® and Marketplace®—reaching 20 million listeners on nearly 1,000 radio stations nationwide each week. It is the largest producer and distributor of classical music programming in the country.

Inclusion

Joining APMG means bringing your many talents into an inclusive and dynamic environment, one where you'll have a voice, find opportunities to grow, and do meaningful work that makes an impact on the communities we serve.

Planned Giving at MPR|APM: An Opportunity to Thrive

Our Planned Giving Program is enjoying strong growth. Legacy Society membership has tripled in seven years to nearly 1,000. Realized planned gifts have enjoyed three record years in a row and will top \$2 million in Fiscal 2019, while new commitments will top 200. We have added staffing support and external counsel to help us serve thousands of prospects who have asked for planned giving information, who were surfaced through innovative marketing strategies in the last year. Building on an unusually loyal donor base, which includes some *30,000 members have given annually for 15 years or more*, the director will take the helm of a strong and growing program with potential that has only begun to be explored.

• • • inspired by YOU

The Role

Approximately 40% of the time, the Planned Giving Director will meet with donors to cultivate, solicit and steward planned gifts, primarily in the Twin Cities region but in other Minnesota markets as needed. They/they will ensure that all known estate gifts in-process from deceased members are moving forward to conclusion as rapidly as possible to ensure the donors' wishes.

30% of the Director's time will be spent planning and implementing innovative marketing initiatives and sustaining strategies and tactics to build MPR|APM's base of Legacy Society members through planned gifts. This position will manage a team integrated into a successful Major & Planned Giving Department in the completion phase of a successful five-year, \$75 million *Inspired by You: The Campaign for MPR|APM*.

The remaining 30% of the role will focus on managing and care of the program's employees, educating and leveraging the skills of excellent major gift officers and special events staff, and extending the Director's reach through creative and wise use of external counsel and outsourced resources.

Reporting Structure

Reports to: Director, Major & Planned Giving
Direct Reports: (1 FTE) Major & Planned Giving Officer
Shared oversight with Midlevel Giving of the (.5 FTE) Development Coordinator

Key Responsibilities

- Manage a portfolio of planned giving prospects and donors, help to secure and formalize their planned gifts and deepen their relationships with MPR.
- Conduct face to face visits with Legacy Society members and planned gift prospects and donors.
- Develop strategies and execute marketing plans to promote planned gifts among MPR constituents through mail, on-air, web and electronic mediums. Charitable Gift Annuities and other more complex instruments should be a growing part of the program's toolkit.
- Creative and strategic leveraging of counsel and other external planned giving resources to extend the Director's reach.
- Work with the Director of Major & Planned Giving to coordinate planned giving education and marketing among development and membership staff to ensure that messages are integrated and fundraising efforts are cooperative and maximized.
- Elevate the visibility of the planned giving program internally at MPR|APM by demonstrating its impact and importance, including to executive leadership and the Board of Trustees.
- All estate gifts of which MPR|APM has been notified will be managed proactively through completion, ensuring the donors' charitable wishes are fulfilled with minimum delay and cost.
- Document donor contacts in Salesforce donor management software following established protocols.
- Provide regular reports on prospect management and fund raising results.
- Manage the Major & Planned Giving Officer, who has responsibilities for current major gifts as well as planned gifts.
- Co-manage with the Midlevel Giving program the Development Coordinator.
- Advise on strategy and delegate execution of Legacy Society events.
- Upon request, participate in other major donor events.

Skills, Knowledge and Abilities

- Demonstrated ability to lead others well, including direct reports, peers, managers and executives, counsel, volunteers and board members.
- The Director will demonstrate supportive, attentive and effective staff management experience.
- Experience in moving individuals through a process of developing deeper appreciation for the mission of an organization and successfully increasing their giving.

- Excellent phone and email skills - skilled in the nuance of developing trust and rapport over the telephone and via email.
- Persuasive and strategic communicator with excellent interpersonal and written communication skills.
- Able to write compelling copy to inspire, inform and steward planned gift donors and prospects.
- Demonstrated successful project management.
- Ability to understand the importance of confidentiality.
- Well-organized, with exceptional attention to detail and follow-through.
- Ability to work collaboratively and effectively with colleagues in multiple departments/divisions.
- Strong service ethic.
- Knowledge of Microsoft Office applications (Word, Excel, PowerPoint) or comparable.
- Motivated, creative, and organized self-starter and team player.
- Able to handle multiple projects and demonstrated time management skills.
- Ability to participate in donor events, including occasional evenings and weekend, and travel to donor meetings.
- Strong interest in public media and its case for support.
- Proven track record of successfully setting and meeting metrics and targets.
- Ability to develop strategic long-term donor relationships while achieving bottom-line results.

Required Education and Experience

- Bachelor's degree or equivalent experience
- 7+ years' experience in prospect management, donor cultivation and solicitation
- Experience with discussing legacy giving with constituents
- Experience closing gifts with high net worth individuals
- Successful experience developing and implementing creative approaches to multi-media marketing
- Demonstrated excellence and care in managing staff members

Preferred Experience

- Legal degree and professional experience in estate planning
- Experience with fundraising databases and excel preferred

The Ideal Candidate

The ideal candidate will possess the following approach, experience, and skills:

Planned Giving: Successful experience cultivating, stewarding, developing, and growing an organization's planned giving program. An understanding, not only of the various instruments and tools of planned giving, but also of the nuances of traditional major gift fundraising. A creative thinker with an orientation and ability to interpret the philanthropic opportunities within the public media space.

Style: An orientation to being confident, curious and highly motivated. Must demonstrate the ability to understand stakeholder audiences and their needs, while representing oneself, and MPR, in an authentic and trustworthy way. Must be collaborative and value the importance of the success of others as equal to their own.

Mission: Must be a strong supporter and believer in the mission and work of MPR.

Leadership: Proven leadership ability and a highly collaborative leadership style. The individual should possess strong experience and skill in leading without authority. They/them should also be able to inspire others to outstanding service and performance through a professional demonstration of an understanding of content and best business practices and will demonstrate the importance of building the visibility of the MPR|APM planned giving program both internally and externally

Internal Management: Demonstrated success managing people and programs, a team leader and team player who is an excellent developer of people (able to amplify the strengths of each team member) with a compatible management style. Must have the demonstrated ability to achieve annual organizational growth goals and lead with a player-coach style.

**For more information or to send your credentials, please email info@cohentaylor.com
All inquiries will remain confidential.**

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities