

DEVELOPMENT OFFICE STAFFING

Each non-profit organization will have its own special staffing needs, available budget for personnel, and organizational “imperatives”. The following are offered as general guidelines to be considered in building a professional fundraising team.

Development Officer

The employment of a chief fundraiser should be considered when an organization is raising annual charitable contributions at least 2 to 3 times the anticipated compensation of a qualified Development Officer; and, compelling funding needs have been identified as well as the judged potential to raise the level of annual contributions by at least 2 to 3 times over a subsequent 12 to 24 months. de

Additional Considerations:

- Requirement for office space and equipment
- Need for secretarial/clerical support
- Board support and involvement in fundraising
- Potential major donors identified requiring personal contact and stewardship
- Limiting tasks and responsibilities which could detract from time focused on direct fundraising efforts

Major Gifts Officer

With a Development Officer in place it would be time to consider employing a Major Gifts Officer when a minimum of 50 to 75 unassigned potential donors who’s ongoing, increased or new support should be pursued personally to maximize their gift potential.

Additional Considerations: As suggested above.

Estate Planned Gifts Officer

With a Development Officer and/or Major Gifts Officer in place, and the organization has identified a minimum of 35 to 50 potential estate planned donors based on the characteristics noted below, it’s likely time to consider hiring an Estate Planned Gift Officer with an emphasis on building endowment funds through bequests and charitable trusts.

Potential Estate Planned Donor General Characteristics:

- Retired individual or couple over 65 years old.
- Long time and generous supporters of the organization.
- Judged or indicated ability to provide an estate planned gift of \$50,000 and above.

Additional Considerations

- As suggested above.
- Available professional counsel on Board or through volunteer(s) with expertise in estate and financial planning to assist in evaluating proffered gifts and preparing needed gift documentation.

Given these guidelines each organization will need to apply its own special considerations and unique circumstances in making these key position employment decisions.

DEVELOPMENT OFFICE STAFFING MODEL

The following Development Office Staffing Model is intended to illustrate likely staffing functions for a large non-profit institution engaged in fundraising generating over \$5 million annually. Bold face type indicates a new position from a subsequent year based on the growth of previous year fundraising results and anticipated future requirements.

Current Year	Next Year	Following Year
<u>Professional Staff</u> 1 Vice President 1 Senior Director, Annual Giving 1 Director, Special Events/Activities 1 Director, Development Services 1 Manager, Foundation Grants 1 Manager, Data Base 1 Manager, Donor Relations	<u>Professional Staff</u> 1 Vice President 1 Senior Director, Annual Giving 1 Director, Special Events/Activities 1 Director, Development Services 1 Senior Director, Major Gifts 1 Manager, Foundation Grants 1 Manager, Data Base 1 Manager, Donor Relations	<u>Professional Staff</u> 1 Vice President 1 Senior Director, Annual Giving 1 Director, Special Events/Activities 1 Director, Development Services 1 Senior Director, Major Gifts 1 Senior Director, Estate Planned Gifts 1 Manager, Foundation Grants 1 Manager, Data Base 1 Manager, Donor Relations
<u>Support Staff</u> 1 Admin. Assistant for Vice President 1 Assistant, Annual Giving 1 Assistant, Membership	<u>Support Staff</u> 1 Admin. Assistant for Vice President 1 Assistant, Annual Giving 1 Assistant, Membership 1 Secretary, Major Gifts	<u>Support Staff</u> 1 Admin. Assistant for Vice President 1 Assistant, Annual Giving 1 Assistant, Membership 1 Secretary, Major Gifts 1 Secretary, Estate Planned Gifts
10 Staff Members	12 Staff Members	14 Staff Members