



## Campaign Director & Gift Officer

### **The Opportunity | *Cape Fear Botanical Garden***

Founded in 1989, Cape Fear Botanical Garden is a natural beauty situated on an impressive 80 acres nestled between the Cape Fear River and Cross Creek just two miles from downtown Fayetteville, North Carolina. The Botanical Garden offers cultural events to inspire and excite, educational services to energize, and peaceful spots to refresh. Visitors of all ages are welcome.

Flourishing with beautiful specialty gardens and blooming ornamental plants, Cape Fear Botanical Garden's highlights include Camellia, Daylily and Shade Gardens, Butterfly Stroll and Children's Garden, and the Heritage Garden featuring 1886 agricultural structures and a homestead.

Host to any special occasion, the lovely and world class Wyatt Visitors Pavilion Complex is the perfect complement to the Garden and the venue for weddings, business and military functions, workshops and more. Visitors can stroll along the Cypress Pond with water views, take in a guided tour, relax on the patio overlooking the Cypress Pond, and take home the perfect gift from the destination Gift Shop.

A recent feasibility study was conducted, and a \$5 million capital campaign is in the planning phase. The campaign funds will be used to construct a new education pavilion with adjoining restroom facilities, increase their general endowment and enhance existing gardens by completing various renovation projects and add outdoor sculpture and new plantings.

### **The Position | *Campaign Director & Gift Officer***

The Campaign Director - Gift Officer will report to the Chief Executive Officer and is a full-time position. The primary responsibilities of the Campaign Director are to ensure all aspects of the capital campaign move forward, data is captured accurately, and individualized strategy is created for the organization's portfolio of major donors. This position will work closely with the campaign leaders, consultants, and donors. Additionally, the Campaign Director will maintain a portfolio of major donors and is responsible for cultivation and stewardship of this portfolio.

## Responsibilities:

- Working with the CEO to coordinate all activities of the board, volunteers, staff, and others as they relate to campaign planning and implementation.
- Lead and implement moves management strategies with regard to the campaign's major donors and prospects.
- Work in conjunction with the CEO and campaign leaders to maintain a portfolio of major donor prospects and be responsible for cultivating, stewardship, retention and upgrading.
- Working with the campaign planning committee, develop all campaign materials for prospect and donor visits with supporting documents and follow-up correspondence.
- Schedule and coordinate all campaign meetings, working committees, cultivation events, and any other meetings and events related to the campaign.
- Oversee campaign communication and correspondences: files; lists; meeting notifications, agendas, minutes, prospect and donor interactions, records, acknowledgements, and reports.
- Conduct prospect research to compile profile information on individual, corporate, foundation and other prospects.
- Maintain and update a campaign calendar of scheduled activities and send weekly reports to key individuals and consultants.
- Assist with equipping campaign volunteers, board members and staff with campaign best practices.
- Serve as liaison between campaign counsel, campaign leadership and CFBG's staff.

## Qualifications & Requirements

- Ability to convey a high degree of commitment and passion for the mission of CFBG.
- Experience with donor stewardship and major gifts moves management or similar process, prospect research and campaign management.
- Ability to maintain a high level of confidentiality.
- Strong understanding of philanthropy as it relates to the not-for-profit organization.
- The ability to work independently and as part of a team; detail oriented, well organized, focused and goal-oriented, with a high level of initiative and energy, as well as problem solving skills.
- Bachelor's degree and a minimum of 3 – 5 years fundraising with campaign experience preferred.

Perform the above and any other duties necessary for effective and efficient campaign planning, management, and implementation.

**[Apply Here](#)**

Cape Fear Botanical Garden has been retained by Capital Development Services (CapDev) to assist with professional recruitment. Candidates should include a cover letter and a resume. All material will be kept confidential. Additional inquiries may be directed to Amy Bridges at [search@capdev.com](mailto:search@capdev.com).