



## JOB DESCRIPTION

**Organization:** Birthright Israel Foundation of Canada  
**Role:** Major Gifts Officer, Greater Toronto Area and Ontario Region  
**Location:** Office based in Toronto

## THE ORGANIZATION

Birthright Israel began with a simple idea in 1999; to offer young Jewish adults a life-changing trip to Israel to build their Jewish identity and by doing so, transform the Jewish future. Founded on the belief that by bringing young Jewish adults to Israel, they would return home with new ideas about Israel and its people and their place in the Jewish story. It is the *birthright* of all young Jews to visit their ancestral homeland and thus forge a connection to their heritage and their community that can last a lifetime. Since its founding, Birthright Israel has been a gift to 700,000 participants worldwide including 40,000 Canadians.

**The Birthright Israel Foundation of Canada's (BRIFC) mission is to build financial support to ensure that the gift of a Birthright Israel experience will be available to more and more Canadian Jewish young adults today and for years to come.**

## POSITION SUMMARY

This position is a unique and compelling opportunity to play a leadership role in resource development for what many view as the most successful engagement program in Jewish life and Israel.

The Birthright Israel Foundation of Canada (BRIFC) seeks a proven, dynamic and inspiring fundraising professional with superior relationship skills and demonstrated success in building organizational capacity and increasing revenue to serve as a Major Gifts Officer for the Greater Toronto Area and Ontario Region.

There are a growing number of prospects and donors in Canada and the potential to dramatically increase the amount of dollars raised. This position will be based at the national office in Toronto. The successful candidate must have an authentic passion for the mission, a track record as an effective major gifts fundraiser, and be a highly articulate communicator of BRIFC's case for support.

The Major Gifts Officer will report to the Director of the Birthright Israel Foundation of Canada.

The successful candidate will have significant fundraising and/or related not-for-profit resource development experience, including developing and maintaining productive working relationships with donors, board members, partners, and colleagues.

BRIFC seeks a candidate with an entrepreneurial approach who thrives in a fast-paced environment and can both develop and execute fundraising strategies that include individual, alumni and parent major gift identification, cultivation, solicitation, and stewardship. This individual will be self-motivated, open to new ideas, and come from a place of “yes.” S/he will possess an intellectual and emotional curiosity and maturity, understanding, and enthusiasm for the work of BRIFC, coupled with an ambitious and driven attitude.

#### SPECIFIC RESPONSIBILITIES

- Work with the Director of BRIFC to design a major gift strategy aimed at increasing the overall dollars raised in the Greater Toronto Area and Ontario Region year-over-year.
- Develop, grow and manage a fundraising portfolio of 100 - 150 donors and prospective donors at the \$10,000+ level, with a focus on those capable of six-figure or greater commitments:
  - Initiate contact and meet with existing and potential donors;
  - Develop and implement engagement and cultivation strategies for prospects;
  - Solicit gifts of \$10,000 and higher from current and prospective donors;
  - Design and implement comprehensive stewardship strategies for all donors in the portfolio.
- Create and execute a plan for each donor in the portfolio so that individual donors are retained and upgraded.
- Collaborate with colleagues, both regionally and nationally, to achieve key BRIFC goals.
- Strategically help to grow leadership and the fundraising campaign in the Greater Toronto Area and Ontario Region.
- Provide updates and reports to senior leadership, including the Board, on the status of fundraising projections, achievements and gaps.
- Plan and attend events strategically designed to cultivate new prospective donors or steward existing donors.
- Work with colleagues at the Birthright Israel Foundation in the USA and in Israel.
- Utilize the Salesforce database to maintain accurate records of all donor interactions, individuals’ programmatic interests, trends in giving and strategies for donor engagement and solicitation.
- Other tasks and duties reasonably related to the job responsibilities.

#### QUALIFICATIONS

- Significant experience in not for profit fundraising, sales or related experience.
- Proven track record with an ability to cultivate, solicit and close gifts from prospects and donors capable of giving \$100,000 - \$1M+.
- Knowledge and understanding of fundraising best practices and the Jewish philanthropic landscape is an asset.
- Strong written and verbal communication skills, with the ability to effectively present information to donors, board members, strategic partners and staff.
- Highly organized with the ability to wear multiple hats in an ambiguous, fast-moving environment; a driving force who manages toward clarity and solutions.
- Be a self-motivated team player with an energetic, flexible and creative approach.

- Excellent coalition building skills with an ability to balance, negotiate and work with a variety of internal and external stakeholders.
- Willing to travel as needed for donor meetings, events, and staff meetings and summits.
- Working knowledge of MS Office suite software including Word, Excel and PowerPoint.
- Knowledge of Salesforce is an asset.
- A passion for Jewish engagement and the mission of Birthright Israel and BRIFC.

#### CONTACT

To apply, please email your CV to [foundationcanada@birthrightisrael.com](mailto:foundationcanada@birthrightisrael.com) addressed to Chaia Berkowitz. Please note only qualified candidates will be contacted.