

AMERICA'S  
AUTOMOTIVE  
*Trust*

## Major Gifts Officer

**America's Automotive Trust (AAT)**, a not-for-profit corporation committed to securing America's automotive heritage and promoting its future, invites applications and nominations in the search for a **Major Gifts Officer (MGO)**. The MGO will be a self-motivated, results-oriented team player who develops and implements fundraising strategies and activities to carry forward the mission and vision of AAT member organization **America On Wheels (AOW)**, an over-the-road transportation museum located in Allentown, Pennsylvania.

**The Institution:** AAT is an IRS qualified 501(c)(3), not-for-profit corporation with a mission to secure America's automotive heritage and to promote its future. Member entities of the Trust include AOW, LeMay - America's Car Museum, the RPM Foundation, Club Auto and the Concours Club, the North American International Auto Show, and the Nicola Bulgari Center for Automotive Heritage. AAT also regularly collaborates with like-minded organizations, including the Gilmore Automotive Museum, Lane Museum, Auburn Cord Duesenberg Museum, and several Concours d'Elegance, including Amelia Island, Forest Grove, Greenwich, and Pebble Beach. AOW, where the MGO will be based, began in 2008 as the first project of a wider revitalization effort in Allentown. Since then, AOW has steadily grown its visibility and membership. The museum embraces a mission to educate and engage the public and preserve the historical, social, and cultural impact of the nation's over-the-road transportation systems, all while contributing to the continued revitalization of its community. AOW is housed in a 43,000 square foot building, which includes more than 23,000 square feet of exhibit space with three main galleries and several smaller exhibit spaces. Located just across the street from AOW is RB Collection, a restoration business specializing in classic cars, and visitors to the museum can tour RB Collection's facilities to see live restoration first-hand. AOW is a driving force in local development initiatives geared toward realizing Allentown's waterfront as a nationally known destination for automobile enthusiasts and the wider public alike. In addition to providing opportunities to view and drive extraordinary vehicles, AAT and AOW embrace the values of education and lifelong learning and seek to "honor the past, celebrate the present, and drive the future of car culture." This commitment to education is apparent in AAT's efforts to provide access to dynamic exhibitions and programs that contextualize American car culture in all of its forms as well as its work with public schools in STEM education efforts. Through the Trust, member organizations, including AOW, share resources and support each other, streamlining and strengthening efforts to preserve America's passion for cars. For more information, please visit the following links: <https://www.americasautomotivetrust.org> and <https://americaonwheels.org>.

**The Position:** The MGO reports to AAT's Vice President for Institutional Advancement in conjunction with the Executive Director for AOW and performs a majority of work independently while exercising professionally sound judgment and discretion. This position is physically located at AOW in Allentown, PA. Responsibilities include, but are not limited to: Major gift cultivation, solicitation and stewardship; oversight of high-level AOW member relations and membership growth; promotion of AAT and AOW development initiatives and strategic planning; budget development and oversight; program development and implementation; public presentations; and report preparation. Additionally, the MGO develops and implements fundraising strategies and activities to carry forward the mission and vision of the AOW Major Gift and Planned Giving Program. The position initiates, maintains, and grows major donor relationships and identifies prospects with the potential of generating gifts at or above the \$10,000 level. The MGO will spend a significant amount of time stewarding donors while connecting their passion and interest in automobiles, historic preservation, and education with opportunities to financially support AOW's vision and mission. Initial objectives of the MGO will be build a sustainable Major Gift Program generating funds to strengthen the financial resources of AOW; procure long-term, regular financial support for AOW through cultivation, solicitation, and stewardship of major and giving prospects and ensuring donors and prospects remain informed about the organization's mission, needs, and giving opportunities; create and execute major gift development programs that

utilize best practices to meet fundraising goals and corporate objectives; and collaborate with the Advancement and Executive Team to provide a vibrant membership program for AOW and ensure effective identification, cultivation, and stewarding of donors at these levels. Other major responsibilities include planning, implementing, and overseeing an effective major gift department within the Institutional Advancement Division for AOW; shepherding prospective benefactors through the major gift processes, inviting the gift, closing the solicitation, thanking, recognizing, and reporting; establishing and maintaining a dynamic portfolio of no fewer than 150 active major gift prospects in all phases of qualification, cultivation, solicitation, and stewardship; overseeing the creation, implementation, and monitoring of the major gift program for AOW's budget including tracking income and expenditure, authorizing disbursements, financial analyses, and preparing reports; plan, implement, and overseeing membership development efforts for AOW. To view a full job description, visit <https://www.rpainc.org/post/AATAOWMajorGiftsOfficer.pdf>.

**Qualifications:** The MGO must possess demonstrable experience and success in major gift development, including multiple years of significant, successful fundraising experience in the cultivation, solicitation, and stewardship of benefactors with a demonstrated record of securing gifts of \$10,000 and above. Also required is a familiarity with planned giving; an in-depth understanding and skill in the donor stewardship process; understanding of grant research, application, and administration; and the ability to effectively articulate the mission of the organization to varied constituents. Demonstrated success in major gift fundraising in a large non-profit or educational institution is highly desired, as is experience in planned giving. Other requirements include the following: demonstrable experience and success in major gift development at the level of 50K and above; understanding of financial, legal, and income tax implications involved in charitable giving; in-depth understanding and skill in stewarding donors; experience in budgeting and financial management; effective project management skills, attention to detail, and ability to drive projects toward successful completion; strong skills in strategic planning, goal setting, and goal fulfillment; strong professional communication skills, including the ability to communicate and work effectively with a variety of internal and external stakeholders; outstanding presentation skills and the experience and proclivity to be an outgoing spokesperson, relationship builder, and fundraiser; demonstrated record of collaboration with others—board members, staff, volunteers, and donors—around the accomplishment of strategic objectives; skill and ability to work independently with general instruction and minimal supervision while maintaining a team-oriented approach and attitude; interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types; ability to effectively multi-task and coordinate between different projects and/or departments and agencies while remaining organized and solution focused; and ability to thrive in a fast-paced, dynamic environment, with high expectations for professional outcomes. An innovative and creative approach to major fund development will be welcome, as will be a familiarity and appreciation for historic and collectible vehicles. A bachelor's or master's degree is preferred, but relevant education or experience may substitute one for another on a year-for-year basis. For example, candidates with any of the following combinations of experience and education will be considered:

- If the candidate does not possess a college degree, they will be considered if they possess a minimum of nine years of significant, successful fundraising experience in the cultivation, solicitation, and stewardship of major gift benefactors with a demonstrated record of securing gifts of \$10,000 and above.
- An associate's degree and a minimum of seven years of significant, successful fundraising experience in the cultivation, solicitation, and stewardship of major gift benefactors with a demonstrated record of securing gifts of \$10,000 and above.
- A bachelor's degree and a minimum of five years of significant, successful fundraising experience in the cultivation, solicitation, and stewardship of major gift benefactors with a demonstrated record of securing gifts of \$10,000 and above.
- A master's degree, and a minimum three years of significant, successful fundraising experience in the cultivation, solicitation, and stewardship of major gift benefactors with a demonstrated record of securing gifts of \$10,000 and above.

**Location:** With a population of 121,000, Allentown is Pennsylvania's third largest city. It is home to two minor-league sports franchises, the Lehigh Valley IronPigs baseball team and the Lehigh Valley Phantoms hockey team. It

also boasts multiple performing arts venues, including the Civic Theatre of Allentown and the MunOpCo Music Theatre. Allentown's thriving restaurant scene reflects the city's diversity and features upscale restaurants serving French-inspired and new American cuisine, eclectic bistros serving everything from Venezuelan to Middle Eastern fare, and numerous lively brewpubs and breweries. The city is also home to the bustling Allentown Farmers Market, which treats visitors to a remarkable variety of fresh produce, baked goods, specialty foods, and local vendor shops. Allentown is also notable for having more parkland per capita than any city of its size. Allentown is a city that values and supports museums. In addition to America On Wheels, it is also home to the Mack Trucks Historical Museum, the Allentown Art Museum, the Da Vinci Science Center, the Lehigh Valley Heritage Museum, the Museum of Indian Culture, the National Museum of Industrial History, and more. In addition to sporting events, a wealth of green spaces, and high quality museums, Allentown also offers families unique and exciting recreational opportunities, including the Lehigh Valley Grand Prix, a premier indoor go-kart track, and the Merchants Square Model Train Exhibit—one of the largest and most elaborate model train exhibits in the country. Allentown is the seat of Lehigh County, and the wider Lehigh Valley region, which has a population of 30 million people and includes the equally vibrant cities of Bethlehem and Easton, consistently ranks in the top ten regions in the country for economic development activity. Allentown also offers convenient access to larger cities such as Philadelphia, which is only 62 miles away, New York City, which is approximately a two-hour car ride, and Washington D.C., which is fewer than four hours away by car. For more information about Allentown and the Lehigh Valley, visit <https://www.discoverlehighvalley.com>.

**Application:** Candidates should send a cover letter and resumé/CV to [jobs@americascarmuseum.org](mailto:jobs@americascarmuseum.org). For a confidential discussion about this opportunity or to make a nomination, contact Chery Phillips, Human Resources Manager, at the email address above. The first review of candidates will begin on June 19, 2022, and interviews will commence thereafter.

*America's Automotive Trust is an Equal Opportunity/Affirmative Action employer.*



[www.rpainc.org](http://www.rpainc.org)