Position Description, Director of Institutional Giving

Sterling Search Inc. has been exclusively retained to recruit for the next Director of Institutional Giving for the American Film Institute (AFI).

About AFI
The American Film Institute is a 501c3 non-profit dedicated to celebrating excellence in the art form and to creating national education initiatives that inspire artists and audiences alike.

VISION: The American Film Institute champions the future of the moving image as an art form. They believe in the revolutionary power of visual storytelling to share diverse perspectives, inspire empathy, and drive culture forward.

MISSION: The American Film Institute is dedicated to celebrating excellence in the art form and to creating national education initiatives that inspire artists and audiences alike.

AFI VALUES:

- A Commitment to Excellence
- A Belief in the Power of Storytelling to Change the World
- A Dedication to Community

The American Film Institute is a nonprofit organization with a mandate to champion the moving image as an art form. Established in 1967, AFI launched the first comprehensive history of American film and sparked the movement for film preservation in the United States. In 1969, AFI opened the doors of the AFI Conservatory, a graduate-level program to train narrative filmmakers. AFI’s enduring traditions include the AFI Life Achievement Award, which honors the masters for work that has stood the test of time; AFI AWARDS, which celebrates the creative ensembles of the most outstanding screen stories of the year; and scholarly efforts such as the AFI Catalog of Feature Films and the AFI Archive that preserve film history for future generations. AFI exhibition programs include AFI FEST and year-round exhibition at the AFI Silver Theatre and Cultural Center in Maryland.

Other pioneering programs include workshops aimed at increasing diversity in the storytelling community, including the AFI Directing Workshop for Women and the AFI Cinematography Intensive for Women. As an arts, cultural and educational nonprofit organization, AFI relies on private philanthropic support for its programs and initiatives.
Director of Institutional Giving

Reporting to the Chief Advancement Officer (CAO), the Director of Institutional Giving is responsible for maximizing institutional giving and contributing to the overall fundraising goals and philanthropy. Responsibilities include identifying, cultivating, soliciting, and stewarding foundation and corporate donors and prospects, managing a donor portfolio; conducting donor visits; prospect tracking; proposal writing, and donor stewardship.

This is an exciting time to join AFI’s advancement team as it transitions into a larger, more fully developed fundraising department under the new leadership of the CAO. This is an opportunity to be part of a team that is building a culture of philanthropy within the organization and moving its focus from transactional to transformational fundraising with a greater emphasis on corporate philanthropic giving (vs. corporate sponsorship only) and increased foundation support.

Principle Duties

Portfolio Management:
• Manage and grow a portfolio of institutional prospects and donors with the capacity to make grants at $25,000 or more and/or support multiple programmatic areas.
• Create gift opportunities with internal partners to meet organizational priorities and pursue funding in support of these goals.
• Develop, write, and carry out prospect engagement strategies by identifying, qualifying, and cultivating prospects; determining amount and timing of requests; writing and overseeing the writing of proposals; soliciting prospects in face-to-face meetings; providing verbal and written communication necessary to secure the gift, and delivering appropriate stewardship and reporting of gifts made.
• Conduct donor visits regularly, including qualification visits, making direct solicitations, and closing gifts. Strategically partner AFI leadership and staff on such visits and prepare with pre-meeting planning and post-meeting debriefing and follow up.
• Plan and monitor timeline of activities for each donor or prospect including proposal due dates, reporting dates, cultivation, and stewardship activities.
• Manage simultaneous proposals and strategies while meeting required deadlines. Determine an effective sequence of work.
• Coordinate with finance director, program directors, and philanthropy directors to develop proposal budgets and monitor accountability for grant contracts.
• Work with philanthropy counterparts in coordinated, AFI wide activities, such as joint grant requests and stewardship, and participating in functional team meetings.

Prospect and Portfolio Development:
• Identify foundation and corporate prospects. Write letters of inquiry, corporate pitches, concept papers, and research briefings.
• Perform other duties as assigned.

Education, Knowledge and Skills Required

• Bachelor’s degree, advanced degree preferred, or an equivalent combination of education and experience.
• Minimum three to five (5) years of direct fundraising experience working with gifts of $10,000 and more. Experience working in higher education, nonprofit or cultural organization preferred.
• Genuine passion for American film, television and digital media and an ability to articulate its importance and relevance orally, in writing and through social media.
• Working knowledge of relational database platforms.
• Strong knowledge of higher education fundraising principles and gift accounting.
• Ability to maintain professional standards, ethics and best practices of individual giving and nonprofit management.
• Knowledge of planned giving tools and strategies.
• Exceptionally detail-oriented with the proven ability to handle numerous projects with appropriate follow-up and reporting activities while not losing sight of the big picture.
• Proven project management skills with the ability to take a project from conception through completion with minimal supervision.
• Success in the cultivation, solicitation, and stewardship of high-net-worth donors.
• Strong, time management, organizational and multi-tasking skills, coupled with the ability to work independently.
• Excellent oral and written persuasive communication, including grammatical and proofreading abilities and presentation skills.
• Experience and comfort with technology including fundraising Client Relationship Management system (Tessitura experience preferred), Microsoft Office Suite, Google Office Suite, wealth screening tools, and other technology as needed
• Strong analytical and problem-solving skills and the ability to adapt to a diverse set of issues.
• Professional, collegial, and cooperative attitude with internal and external contacts.
• Always demonstrate commitment and flexibility to ensure high quality service.
• Personal integrity and the ability to inspire confidence and trust.
• Passion for and dedication to the mission of AFI.

Travel:
Possess a valid California Driver’s License with a driving record that meets minimum standards established by AFI insurance carrier, proof of vehicle insurance, access to a vehicle and willingness to
drive/travel when required. Must be available to travel and available for occasional evening and weekend hours supporting development department and special event functions.

**Equity, Diversity, and Inclusion at AFI**

AFI believes it is responsible for the community it builds and the stories they tell. They believe in the power of diverse voices to drive culture forward. They strive to cultivate and sustain an inclusive environment at AFI that actively affirms and is respectful of, the identities of all people, across genders, abilities, ethnicities, sexual orientations, socioeconomic backgrounds, and ideological perspectives – and one where self-reflection, honesty and accountability are practiced.

AFI is committed to creating space to engage a diverse array of emergent filmmakers and film enthusiasts, as well as providing opportunities for youth to find their passion in the art of film. Its Access and Inclusion Initiatives target a broad audience from its AFI Conservatory Fellows to community members to mid-career creatives.

**Hybrid Position**

**Salary:** up to $100,000

Please send resumes to:
Sterling Search, Inc.

Julie@sterlingsearchinc.com or Linda@sterlingsearchinc.com
Call/Text Julie: 310 909 4897 or Linda: 714 388 8602

Direct all correspondence, emails and telephone calls to Sterling Search, Inc. Any resumes sent or telephone calls made to AFI will be redirected to Sterling Search, Inc.

**COVID-19 Protocol:** AFI requires full vaccination against COVID-19 for all employees, subject to limited, legally required exceptions. Proof of vaccination, or documentation supporting an exception to this policy, will be required prior to employment.

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