



COAST GUARD MUTUAL ASSISTANCE

100 YEARS ANCHORED IN SERVICE

Coast Guard Mutual Assistance Individual Giving Officer Job Description

Job Title: Individual Giving Officer

Reports To: Chief Development & Communications Officer

Status: Full Time – Exempt

Location: Full time remote. Some travel required.

Salary: \$75,000 - \$90,000

About Coast Guard Mutual Assistance

Coast Guard Mutual Assistance (CGMA) is the official relief society of the U.S. Coast Guard, providing financial aid and support to Coast Guard members and their families in times of need. As a nonprofit, we are committed to eliminating the financial worries of the Coast Guard community by offering grants and interest free loans for disaster and emergency relief, family support, and education. Our team is passionate about our mission and dedicated to fostering a collaborative, supportive work environment. Many of our staff members are prior service or military spouses, but not all—we welcome individuals who share our commitment to service and community.

About the Role

Coast Guard Mutual Assistance seeks a dynamic and relationship-driven Individual Giving Officer who loves networking and thrives on building connections. This is a new position created to help meet the growing needs of CGMA. This position is responsible for growing and managing a portfolio of individual donors, with a focus on securing mid-level and major gifts to support the mission of CGMA. The position will also support Planned Giving initiatives.

As a frontline fundraiser, the Individual Giving Officer will cultivate strong relationships with donors and prospects, develop tailored engagement and solicitation strategies, and ensure a high level of stewardship to increase donor retention and long-term giving. This role also includes collaborating with the annual campaign team and CGMA leadership to drive strategic fundraising efforts.

This is a special opportunity to help transform an organization that's been faithfully serving the Coast Guard community for over 100 years. The key to success in this role will be identifying and building relationships with new prospects, as well as strengthening relationships with existing donors to maximize philanthropic support. We are looking for a self-starter, ambitious go-getter, and natural connector who enjoys crafting strategies, structuring initiatives, and developing

fundraising programs. If you love networking, thrive on personal engagement, and enjoy developing meaningful relationships with donors, this is the role for you.

Reporting Structure

This position will report to the Chief Development and Communications Officer, who will provide broad fundraising vision, day-to-day supervision, and overall performance management as well as oversee professional development.

Key Responsibilities

Individual Donor Cultivation, Solicitation & Stewardship

- Manage and grow a portfolio of 250+ midlevel and major gift individual prospects with a giving capacity of \$1,000–\$25,000, aiming to raise between \$1M–\$3M in annual revenue.
- Develop and execute individualized cultivation, solicitation, and stewardship plans for each donor, deepening their engagement with CGMA.
- Develop and implement prospect-specific cultivation, briefing, and solicitation strategies.
- Identify and cultivate new major and transformational gift prospects.
- Advise the CDCO and make key prospect introductions.
- Manage stewardship of individual donors through thank you letters, gift receipts, and impact reports.
- Serve as primary contact with donors via phone, email, and in-person when possible.

Pipeline Development

- Lead the strategy and execution of mid and major donor appeals and campaigns, including direct mail and digital fundraising appeals.
- Develop and deploy strategies to increase donor retention, upgrade current donors, and re-engage lapsed donors.
- Create donor segmentation strategies to personalize outreach efforts and maximize response rates.
- Manage and grow CGMA's giving circle program, gifts of \$500 or more annually.
- Track donor engagement metrics and adjust strategies to improve performance.

Data Management & Reporting

- Maintain and update donor information in CGMA's CRM database, Salesforce, ensuring that all contact and activity is accurately documented.
- Track interactions, solicitation status, and moves management progress to ensure a robust and effective fundraising pipeline.
- Produce donor reports and performance analytics to inform strategy and decision-making.

Donor Events & Engagement

- Plan and execute small group events to cultivate and steward donors.
- With CGMA Special Events Manager, coordinate donor experience at CGMA signature events including Coastal Grit (CGMA's annual meeting) and annual golf tournament.
- Prepare prospect information materials for CGMA leadership in advance of events.
- Follow event standard operating procedures (SOPs) for planning events, identifying and elevating opportunities for operational improvement as they arise.

Special Projects & Additional Responsibilities

- Assist with the development of planned giving and donor-advised fund (DAF) strategies.
- Stay informed about trends in philanthropy, military and veteran organization fundraising, and donor engagement.
- Participate in professional development opportunities to enhance fundraising skills and knowledge.
- Attend CGMA events, donor cultivation events, and related community activities, serving as a representative of CGMA.
- Other duties as assigned by the CDCO.

Experience and Skills

- An entrepreneurial spirit and strong appetite to work in a start-up environment with the ability to handle a degree of ambiguity, understanding that CGMA's major gifts program is just developing. Creativity and persistence are required.
- Strong decision-making ability and attention to detail.
- High standards of quality and accuracy - a strong commitment to completing work on time.
- Passion for serving the Coast Guard community with a strong commitment to our mission and vision to eliminate the financial worry of the Coast Guard community.
- Tech fluency - will work extensively with Salesforce and other software.
- Written and verbal communication skills - able to communicate clearly and congenially with existing and prospective donors. Not afraid to pick up the phone.
- High degree of integrity, initiative, and perseverance.
- Ability to travel up to 25% of the time

Background & Education

- Bachelor's degree required.
- 4-6 years professional fundraising experience, with a proven track record of securing five-figure gifts or higher.
- Foundation or nonprofit experience preferred.
- Experience engaging donors in a remote work environment.
- Exceptional verbal and written communication skills and excellent attention to detail.
- Experience addressing various audiences on issues related to philanthropy, veterans issues, and financial resiliency.
- Demonstrated ability to work in a fast-paced environment, meet concurrent deadlines, organize time and priorities, and do so in collaboration with diverse stakeholders.
- Proficiency with Microsoft Office applications especially Word, Excel, Outlook and PowerPoint, donor CRM databases, Salesforce preference.
- Familiarity with the military—specifically the United States Coast Guard—is preferred.

Location

This position is fully remote with up to 25% travel required to meet with donors and visit field units. Additional travel may include company-wide celebrations, team building exercises, etc. Availability to work nights and weekends may rarely be required.

Salary Range

The salary range for this position is \$75,000 - \$90,000. The actual starting salary of the successful candidate will be commensurate with years, breadth, and depth of relevant experience, education, certifications, credentials, special skills, accomplishments, and other factors relevant to the position. CGMA also offers a generous set of benefits, including health, dental, and vision insurance, 401(k) plan with employer contribution, generous paid time off, paid parental leave and continuing education opportunities.

To Apply

At CGMA, we believe in a strong work-life balance and a collaborative, supportive culture. If you're looking to make an impact while working with a dedicated, mission-driven team, we encourage you to apply.

Applications will be accepted through April 30, and early submissions are encouraged. Please send application materials (resume, cover letter, references, and salary requirements) to resume@mycgma.org.

Don't meet every single requirement? At CGMA we are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role and passionate about helping the Coast Guard community but your past experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles.

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