



**NATIONAL LAW ENFORCEMENT OFFICERS  
MEMORIAL FUND**

MEMORIAL | MUSEUM | OFFICER SAFETY & WELLNESS

**National Law Enforcement Officers Memorial Fund (NLEOMF)  
Job Description**

|                        |   |
|------------------------|---|
| <b>Position:</b>       | Sponsorship Cultivation Specialist              |
| <b>Reports to:</b>     | Chief Marketing and Corporate Relations Officer |
| <b>Direct Reports:</b> | N/A   |

**Position Description**

The Sponsorship Cultivation Specialist provides research and secures financial resources from major corporations nationwide in support of the mission, ongoing operations, and strategic initiatives. With a focus on generating new corporate partnerships and lead generation, the Sponsorship Cultivation Specialist reports to the Chief Marketing and Corporate Relations Officer and will play a critical role in expanding NLEOMF's diversification of corporate philanthropy and strategic growth goals.

The Sponsorship Cultivation Specialist is responsible for meeting annual income and lead generation goals through identification, cultivation and solicitation of corporations (corporate foundations, product centers, marketing divisions, CSR divisions, etc.). This role is responsible for effective pipeline management with a primary focus on sourcing new corporate relationships in the five- and six-figure level and above that align with the organization's strategic priorities and that help fuel the organization's growth. The Sponsorship Cultivation Specialist will take a holistic approach to corporate partnership leads and assist the team in creating value propositions for such leads.

**Lead Generation and Strategy**

- Identify and prospect new corporate partners capable of making 5-7 figure financial commitments.
- Work in partnership with the Corporate Relations team to execute NLEOMF's existing corporate partnership strategy with an eye towards building relationships with new / under-represented industries including retail, health and wellness, banking, insurance, sports and media, and more.
- Coordinate with the prospect research team to develop market insights and knowledge of prospective partners.
- Develop customized and nuanced value propositions, proposals and cultivation strategies for priority industries.

## **Primary Areas of Responsibility**

- Identify prospects, conduct research, and prepare prospect/donor profiles for the corporate sponsorship program.
- Manage a prospect portfolio of 100-150 contacts/leads to meet annual fundraising goals.
- Assist with corporate cultivation and development of collateral materials.
- Provide support to development committee and CDO for fundraising meetings/calls with prospects/donors, including pre-meeting preparation as needed.
- Record all pertinent constituent contacts and activity into the database, including moves management, appeals, event attendance, and stewardship, ensuring records are current and complete.
- Serve as corporate relations team's secondary administrative point of contact from time to time by processing invoices and payments, researching NLEOMF data, and reconciling donations for deposits to be made by accounting and other development staff.
- Make updates to donor database as requested or noted by donors through emails, phone calls or mail; update addresses for returned donor mail.
- Communicate with donors on issues of gift allocation and compliance.
- Electronically file donor correspondence, including copies of acknowledgment letters and donation materials.
- Provide support to various committees and volunteers during fundraising appeals.
- Serve as a database expert.
- Ad-hoc projects as assigned by Chief Marketing and Corporate Relations Officer.

## **Candidate Requirements**

NLEOMF seeks candidates who excel in business development, relationship-building, are results-oriented, and have strong communication skills. Candidates should also demonstrate:

- At least 5+ years of sales and/or fundraising success with an emphasis on corporate philanthropy and institutional partnerships
- A track record of developing and maintaining strong partnerships with a diverse set of corporate partners
- A demonstrated commitment to achieving results: specifically securing 5+ figure investments, meeting individual cash goals, and increasing corporate commitments over time
- Experience managing multiple projects and relationships concurrently
- Demonstrated leadership and collaboration skills in a dynamic organizational environment
- Exceptional communication and interpersonal skills

## **Knowledge/Skills/Abilities**

- Displays exceptional time-management and organizational skills.
- Shows persuasiveness and the ability to procure sponsors.

- Demonstrates a professional demeanor whether speaking to others in person, over the phone, via email or through letters.
- Works well independently as well as in a team environment.
- Uses independent reasoning to diagnose the root cause of situations or issues, seeks and interprets information, identifies, and tests solutions and thinks beyond what is typical or customary.
- Ability to coordinate and administer fundraising programs/project activities and protocols.
- Ability to convey information clearly and concisely to groups or individuals either verbally or in writing to ensure that they understand the information and the message.
- Ability to listen and respond appropriately to others and to impact and influence others to further the institution's strategic objectives.
- Ability to interpret and articulate the mission of the National Law Enforcement Memorial and Museum and interact with stakeholders from a wide range of professional and cultural backgrounds.
- Ability to represent the organization with tact and diplomacy and maintain a high level of confidentiality and discretion.
- Must possess computer proficiency in CRM systems and Microsoft Office, including Outlook, Teams, Excel, Word, and PowerPoint.
- Has a minimum of a bachelor's degree from an accredited university.

### **Working Conditions**

This position is remote. Working conditions are normal for an office environment. Frequent lifting of varying items weighing up to 10 pounds required. Position will involve increased workload approaching National Police Week, the 5K Run for the Badge, and other Memorial and Museum events.

As a remote employee, NLEOMF will provide you with a laptop and you are expected to have and cover costs for high-speed internet access in your home, a printer/scanner, and all office supplies.

### **Salary**

Commensurate with experience

### **Benefits**

A full benefits package is available that includes Medical, Dental, Vision and Life Insurance. Retirement benefits include a 403B match. Also offered is a generous PTO plan with 8 paid holidays along with 4 floating holidays.