

Inside the Mind of a CURIOUS CHAMELEON

Finding the Elusive High Performing **Major Gift Officer** in Today's Competitive Job Market

The thirst to learn more about people, places, and things

INTELLECTUAL AND SOCIAL CURIOSITY

- Accesses a deep and wide repository of knowledge to inform donor discussions
- Identifies the link between seemingly disparate ideas
- Probes prospects by asking thoughtful, insight-generating questions about their goals and interests

The confidence and skill to artfully ask prospective donors to make a financial contribution

STRATEGIC SOLICITATION

- Exhibits transparency with prospects about the purpose of cultivation visits
- Believes that the fastest way to qualify a prospect is to solicit him or her for a gift
- Doesn't take solicitation rejection personally

BEHAVIORAL AND LINGUISTIC FLEXIBILITY

The skill to change speaking style and behavior depending on the audience

- Changes tone, inflection, and vocabulary based on the background and experiences of a prospect
- Reads nonverbal cues, including body language, and adapts approach accordingly
- Utilizes prior experience working with diverse audiences in order to take calculated risks

INFORMATION DISTILLATION

The ability to recognize, curate, and communicate relevant information

- Possesses a fluency with data and analytics to enhance prospect prioritization
- Quickly zeroes in on relevant details related to donor motivations and interests
- Explains complicated issues in a comprehensible fashion

78%

HIGHER ODDS of exceeding fundraising goals than their peers¹

How to Hire CURIOUS CHAMELEONS

- 1 Expand the recruitment pipeline to include nontraditional candidates from fields like sales, marketing, and finance
- 2 Implement a multimodal interview process, including exercises like prospect profile reviews, writing activities, and donor role plays
- 3 Deploy online assessment tools to determine alignment between your ideal MGO profile and the profiles of job candidates

¹ Based on data collected from 1,217 major gift officers at 89 higher education institutions across North America and the United Kingdom.

