Position Title - Director of Development

Reports to – President & CEO

FLSA Status – Non-Exempt   Classification – Full Time

Position Summary: The Director of Development provides oversight and leadership of the annual fundraising campaign and any special events. Cultivates relationships within all accounts, organizes and manages workplace campaigns to encourage increased participation and giving within all accounts, in order to maximize potential and reach desired goals. Includes prospecting, developing relationships with non-giving accounts, and making cold calls. Ability to establish donor relationships with individuals and organizations. Contributes to, and demonstrates ownership of, organizational goals.

Duties and Responsibilities:
- Lead volunteers and build strong, mutually beneficial relationships with key stakeholders that increase revenue and expand opportunities.
- Research, identify, and develop relationships with non-giving accounts and achieve assigned percent of goal for new account development.
- Conduct face-to-face meetings with current donors and prospects in order to expand United Way’s influence and revenue.
- Develop strategies to recruit and cultivate key campaign volunteers. This includes staffing committee meetings; providing board/committee members and volunteers with information, messaging platform, training and direction; and monitoring progress of fundraising efforts.
- Ensure the development and implementation of campaign strategies to meet financial resource potential.
- Track revenue generation, retention, visits, and key business activity throughout the year; provide regular activity status; update projections to target, and conduct the appropriate account analysis to build and refine business goals.
- Research, develop and maintain all aspects of relationship/contact management for key donors, including database management, recognition materials, oral and written communications.
- Develop and oversees budgets, work plans and realistic timetables to accomplish organizational goals.
- Create motivational meetings and special events as related to resource development, including all arrangements and recruitment of support as needed (volunteers, staff, agency staff).
- Work effectively with other functions team members and key volunteers to provide appropriate support and value to partners.
- Leverage relationships to create additional opportunities with other organizations and individuals.
- Foster creative thinking and facilitate future partnerships within corporate accounts.
- Perform other duties and responsibilities as assigned.

Core Competencies:
• Generates Revenue Through Appropriate Asks: Identifies new ways to drive and generate revenue; Identifies strategies and opportunities to best engage donors; Proactively identifies and qualifies individuals and groups to give to/support United Way; Asks for money and closes the deal.

• Persuades and Influences Donors: Listens to the needs, interests, and passions of the donor with an eye towards connecting them with United Way community work; Expresses empathy and consideration for donor/partner needs; Identifies, engages with, adapts to, and influences various types of people and organizations; Promotes an idea or vision effectively.

• Creates Win-Win Relationships: Understands United Way and donor objectives and where they intersect; Identifies tangible outcomes that benefit both parties; Identifies strategies and opportunities to build trust; Engages with donors year-round, not just during campaign season, to nurture and enhance relationships.

• Builds Donor Loyalty and Retention: Develops and executes year-round engagement and retention plans for donor segments; Builds donor loyalty through personalized engagement, increasing average gift, and increasing involvement in giving, advocating, and volunteering with United Way.

• Engages Donor Segments Appropriately: Understands differences between types of donors (e.g., HNWI, workplace donors, corporations, foundations, government entities, etc.) and specific strategies needed to reach each segment; Behaves appropriately, effectively, and in alignment with donor type and donor needs

• Exhibits Business Acumen: Identifies, anticipates, and adapts to changing market trends and business needs; Understands challenges and opportunities in the business environment; Has solid understanding of United Way products and services.

• Stewards Donors: Recognizes the power of effective stewardship (thanking donors, informing them about the impact of their gift, keeping them apprised of progress on the community work it is intended to address and deepening the relationship) and develops and implements plans to steward donors of all giving levels.

• Takes Initiative: Recognizes and capitalizes on emerging opportunities; Recommends new ways of doing business; Meets donor needs in new ways; Stays current and anticipates market trends and technology that improve knowledge, communications and interactions.

United Way Core Competencies for All Staff:

• Mission Focused: Create real social change understanding that improved lives are the end game. This drives their performance and professional motivations

• Relationship-Oriented: Understand that people come before process and is astute in cultivating and managing relationships toward a common goal.

• Collaborator: Understands the roles and contribution of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.

• Results-Driven: Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling and leveraging strategies and innovations for broad investment and impact.

• Brand Steward: Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

Qualifications:

• Bachelor’s degree in social science, business, marketing/communications or related field.

• At least 3-5 years proven fund development or sales experience in the United Way system and/or nonprofit preferred

• Able to demonstrate ability to increase revenue through implemented strategies and relationship building skills
• Able to demonstrate highly developed communication, organization and planning skills
• Developed technical and analytical skills related to fund development
• Entrepreneurial and innovative thinking
• Ability to present information and data in written, electronic and oral forms
• Ability to plan and manage multiple tasks
• Proficient with Microsoft Office applications
• Must have the use of a reliable vehicle for transportation to outside meetings

**Working Conditions & Physical Requirements:**

- Work is in a controlled, agreeable environment as generally represented by normal office conditions. Employees may be required to assist with or attend various offsite events related to programs or fund raising that are scheduled evenings and/or weekends. These events may require several hours on your feet and assisting with heavy lifting and carrying.

**Salary Range:** $50-60,000 Depending on experience