

UNITED WAY OF GREATER LAFAYETTE

DIRECTOR OF RESOURCE DEVELOPMENT

Reports to: Chief Executive Officer

Status: Full-Time, Exempt

Send resume and cover letter to: mbudd@uw.lafayette.in.us

Submissions accepted through May 8, 2019

Organizational Overview: United Way of Greater Lafayette advances the common good by creating opportunities for a better life for all. Our focus is on Education, Health and Financial Stability – the building blocks for a good quality of life. We recruit people and organizations who bring the passion, expertise, and resources needed to get things done. Through a variety of efforts including an annual workplace fundraising campaign, fund distribution activities, community assessments and cross-sector collaborations UWGL encourages others to give, advocate, volunteer and LIVE UNITED.

CORE COMPETENCIES:

- **Mission-Focused:** Catalyze others' commitment to the mission to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivations.
- **Relationship-Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** Understands the roles and contributions 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.
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GENERAL POSITION SUMMARY AND MAJOR RESPONSIBILITIES:

Workplace Campaign

- Develop, implement, lead, and measure strategically-guided plans to sustain and increase revenue through workplace and corporate giving, individual contributions, leadership gifts, and special events
- Manage and nurture assigned accounts to develop stronger UWGL relationships, commitment, and workplace campaign support
- Maintain consistent account contact and creatively explore and introduce additional UW opportunities, as appropriate (i.e. volunteerism, sponsorships, etc.)
- Identify, recruit and develop prospects for new business development on a year-round basis
- Assist key companies to achieve corporate social responsibility, community engagement, and campaign goals
- Maintain accurate and timely projections of campaign
- Track results, analyze the progress of annual goals and metrics and make recommendations as needed

GENERAL POSITION SUMMARY AND MAJOR RESPONSIBILITIES (CONTINUED):

Training

- Develop Employee Campaign Coordinator (ECC) Training and enhance the ECC experience
- Assure the recruitment, training, and motivation of all volunteers within the fundraising division Campaign Cabinet
- Recruit key community leaders made up of community members, staff and Board of Directors to serve on Campaign Cabinet and Provide leadership, insight, and support
- Develop strategy and plan around Cabinet's duties
- Manage the action steps and results for the Campaign Cabinet. Track revenue generation throughout the year and provide monthly projections against the goal, with a strong emphasis on understanding and accuracy of revenue projections

Individual Donor Solicitation

- Utilize Salesforce to effectively capture donor information
- Develop and implement an individual donor engagement plan to recruit, retain and grow donors outside of the workplace campaign along with Marketing Associate & IDEA (Individual Donor Experience Associate)
- Conduct face-to-face meetings with current individual donors and prospects in order to expand United Way's influence and revenue
- Work with CEO to arrange and conduct one-on-one meeting with key individual donors and company leadership
- 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
- Oversee direct mail strategies and mailings

Cross Functional Duties

- Play a key role in developing marketing messages and campaign materials for effectively communicating the call to action through printed materials, website, media relations, social media, video, workplace campaign material, etc.
- Work with Community Impact to develop sources of revenue for specific products and/or initiatives
- Work with Finance to assure the accuracy of data base information, pledge recording and processing, and that relevant billing notices are accurate and timely
- Work with Volunteer Engagement to identify corporate volunteer engagement strategies

Team Leadership

- Foster a spirit of teamwork and unity among the department and work effectively together to enable each employee and the department to succeed
- Lead employees to meet the organization's expectations for productivity, quality, and goal accomplishment

QUALIFICATIONS:

- Must possess a Bachelor's degree, Master's degree in nonprofit management, public policy/ public health or business preferred
- Minimum of 5 years professional fundraising experience is required
- Demonstrated success in development function (managing and forging relationships with multiple donor sources).
- Tangible experience of having expanded and cultivated existing donor relationships over time
- Persuasive writing, strong verbal communication and the ability to interact at the executive level are other key qualifications
- Ability to work effectively under pressure to meet deadlines
- Ability to fulfill responsibilities with minimal supervision
- Experience working with diverse populations; knowledge of guidelines to successfully work in a culturally sensitive environment
- Experience with community building and working in collaborative partnerships with other organizations, agencies, institutions, and entities
- Strong organizational skills and ability to multi-task
- Salesforce/CRM Software Experience a plus