

JOB DESCRIPTION
UNITED WAY OF CENTRAL MINNESOTA

JOB TITLE: Donor Engagement Director

Exemption Status: Exempt

Authorization: July, 2024

GENERAL FUNCTION:

Responsible for executing the overall strategic development, evaluation and implementation of a year-round fundraising and cultivation strategy that is aligned with but focused outside of the United Way Workplace Giving model. This position will focus on Leadership donors who make contributions of \$1,000 and above annually. This includes administering, managing, identifying, cultivating, and soliciting prospective donors; and coordinating ongoing donor relationships through regular contact, communications, and follow-up with 1:1 meetings, community involvement, social events, phone calls, emails and text messages

Salary Range: \$60,000 - \$72,000

KEY AREAS OF RESPONSIBILITY:

Leadership

- Guides the development of a strategic fundraising plan to establish and grow Leadership giving revenue.
- Meets or exceeds budgeted goals enabling the organization to fulfill its mission and expand its reach with increased revenues, while utilizing limited resources to achieve the greatest impact (delivering programs, engaging donors, etc.)
- Exemplifies Code of Ethics and work policies, performing duties and leading team for the betterment of UWCM stakeholders (donors, recipients of services, volunteers, employees, etc.) **Volunteer Management/Coordination**
- Leads, trains, and develops volunteers for UWCM Leaders in Giving cabinet.

Revenue Generation

- Develops and implements a work plan and donor portfolio for donor fundraising goals, managing targets and timelines.
- Designs a Leaders in Giving step up program providing incentives and support for higher level future donations.
- Oversees and grows revenue from Leadership donor gifts.

Engagement:

- Maintains and manages the current base of Leadership donors by providing strategic touch points and stewardship efforts to keep them engaged and invested in United Way's work.
- Identifies, researches, cultivates and solicits new Leaders in Giving donors and prospects while managing and prioritizing the current Leadership donors.
- Effective communication and continuous relationship building with current, new and prospective donors with 1:1 meetings, phone calls, emails, social events and community involvement.

Volunteer Management:

- Works with and prepares volunteers for individual leadership calls, cabinet meetings, goal setting & benchmarking, public appearances, and any other function of responsibility.
- Utilize volunteer's skills and knowledge to call on assigned donors and execute a plan to track progress and collect feedback.
- Evaluate volunteers on a yearly basis and recruit to maintain structure.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

MINIMUM QUALIFICATIONS:

A Bachelor's Degree or a minimum of three years with relevant experience in related field is required with a proven track record in fundraising management. Excellent communication skills and protocol suitable for interfacing with donors. A high level of knowledge of United Way practices and procedures is desired. Ability to build and maintain relationships with a diverse population.

Approved: _____ Date: _____
President / CEO