

**JOB DESCRIPTION
UNITED WAY OF CENTRAL MINNESOTA**

JOB TITLE: Director – Major Gifts & Planned Giving

Exemption Status: Exempt

Authorization: April 15, 2021

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 and managing UWCM's Major Gifts and Planned Giving Programs; identifying, cultivating, and soliciting prospective donors; and coordinating ongoing donor relationships through regular contact, communications, and follow-up.

KEY AREAS OF RESPONSIBILITY:

Leadership

- Guides the development of a strategic fundraising plan to grow Leadership Gifts, establish and grow revenue from a Planned Giving Program, and coordinate efforts with all United Way development efforts.
- 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.)

Staff and Volunteer Management/Coordination

- Leads, trains, and develops staff to consistently meet or exceed performance expectations. Mentors team to maintain ongoing organizational succession plan.
- Provides professional leadership to volunteer cabinets responsible for providing guidance and leadership to in UWCM's Major Gifts and Planned Giving efforts.
- Provides support to Planned Giving Board position and any volunteers that support that position.

Revenue Generation

- Develops and implements work plan for Major Gifts donor fundraising goals, managing targets and timelines.

- Designs a Major Gift Step-Up program providing incentives and support for higher level future donations.
- Develops and implements a Planned Giving program through various planned giving tools and strategies.
- Oversees and grows revenue from planned giving gifts.

Engagement:

- Maintains and manages the current base of Major Gift 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 individual Major Gift Donors.
- Researches, identifies, cultivates and solicits new Planned Giving prospects while managing and prioritizing the current Planned Giving donors.

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.

JOB RELATIONSHIPS WITH

UWCM Planned Giving Chair, Major Donors, Planned Giving Donors, General Public

MINIMUM QUALIFICATIONS

A Bachelor's Degree is preferred or relevant experience in related field is required. Proven success in nonprofit major gifts and planned giving 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.

Please send cover letter & resume to jhoule@unitedwayhelps.org