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## Senior Manager of Major Gifts

<b>Reports to:</b>	Senior Director, Resource Development
<b>Department:</b>	Resource Development & Marketing
<b>Classification:</b>	Full-time Exempt
<b>Date:</b>	October 18, 2022
<b>Benefits:</b>	Health, Dental, Vision 100% coverage for staff and dependents
<b>Salary:</b>	\$68,190.33 - \$75,767.04
<b>Application Deadline:</b>	Open Until Filled

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### JOB SUMMARY:

The Senior Manager of Major Gifts is responsible for soliciting, engaging and stewarding United Way donors at the \$1,000+ level with a particular focus on donors at the \$10,000+ level and for supervising United Way's Tocqueville action group. The Senior Manager is responsible for maintaining and enhancing existing relationships with United Way donors and recruiting new donors, and for surpassing goals for donor participation and giving. The Senior Manager is also responsible for planned giving and for assisting with campaign execution of United Way's 100<sup>th</sup> anniversary fundraising efforts and annual Big Day of giving. The Senior Manager also coordinates closely with members of the Resource Development team to engage, recruit and steward United Way donors at the \$1,000+ level within the workplace campaigns.

### RESPONSIBILITIES:

#### Tocqueville Society – 40%

- Engage, steward and enhance relationships with Tocqueville Society donors.
- Assist with the identification, cultivation, solicitation and stewardship of potential Tocqueville Society donors.
- Lead the development and tracking of Tocqueville donor goals and metrics.
- Create innovative approaches to recruiting and retaining Tocqueville donors.
- Create, manage and execute all small events pertaining to the Tocqueville Society.
- Connect local Tocqueville Society efforts with regional and international Tocqueville, resources, leadership and members.
- Coordinate with Resource Development team to engage, recruit and steward Tocqueville Society members within workplace campaigns.

#### Individual Fundraising – 30%

- Solicit, engage and steward United Way donors at the \$1,000+ annual gift level.
- Develop comprehensive individual engagement plan for donors within assigned portfolio of \$1,000+.
- Achieve targets for donor participation, total contributions and increased donations for assigned donor portfolio.
- Assist with the execution of the 100<sup>th</sup> Anniversary campaign, including collaboration with the Chief of Resource Development & Marketing.
- Engage, steward and enhance relationships with donors in assigned donor portfolio.

- Identify, steward and re-engage lapsed donors at the \$1,000+ level from workplace campaigns.
- Assist with board of directors fundraising efforts including monitoring board giving and reporting out progress on a regular basis.
- Coordinate with members of the Resource Development team to engage, recruit and steward United Way donors and action group members within workplace campaigns.

#### **Planned Giving & Big Day of Giving – 20%**

- Design, implement and execute a planned giving program to secure funding that will support UWCCR for years to come.
- Design and implement United Way's Big Day of Giving fundraising efforts.

#### **Miscellaneous – 10%**

- Interface with the Finance and Operations Department on matters that include dealing with pledge processing, customer relationship management and donor designations.
- Interface with the Impact Department on matters that include impact work, results, volunteer opportunities, etc.
- Solicit auction and raffle items for UWCCR events.
- Function as a positive and contributing member of the Resource Development and Marketing team.
- Perform other duties as assigned.

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Excellent communication skills, verbal and written, including the ability to communicate well in a variety of settings with a variety of stakeholders.
- Knowledge of fundraising best practices.
- Knowledge of leadership giving best practices.
- Demonstrated strong interpersonal skills and the ability to create results through influence management.
- Ability to develop and use creative and innovative methods and the judgment to know when innovation makes sense.
- Ability to perform with minimal supervision.
- Ability to use independent judgment and make sound decisions.
- Ability to build and retain quality relationships with business and community leaders.
- Ability to appropriately represent United Way in public settings.
- High level of proficiency in Microsoft Word, Excel, PowerPoint and Outlook.

#### **DESIRED EDUCATION AND EXPERIENCE:**

- Bachelor's degree in Business, Marketing or a related field.
- 5-7 years of experience in fundraising.
- Experience developing and implementing successful fundraising campaigns.
- Experience managing anniversary campaigns.
- Experience recruiting and developing new donor relationships.
- Experience managing planned giving programs.
- Experience working with volunteer boards of Senior Managers and staffing board committees.

#### **PHYSICAL AND MENTAL REQUIREMENTS:**

- Extensive oral communication with coworkers, potential donors, media and the public in settings ranging from one-on-one to large groups including formal and informal presentations, training sessions and question and answer sessions.
- Work in an office environment, lift and move objects up to 40 pounds such as large binders, books, boxes, and small office equipment.
- Have sufficient finger/hand coordination and dexterity to operate and adjust office equipment such as telephone and computer.
- React quickly under high pressure settings.
- Willingness to travel locally and overnight via plane, train or private vehicle.
- Ability to work irregular hours including evenings and weekends.
- Ability to maintain a polished professional appearance.
- Occasional exposure to dirt, dust, cold, heat.
- Constant public contact.
- Constant decision making and concentration.

#### **SPECIAL REQUIREMENTS**

Possession of an appropriate California operator's license issued by the State Department of Motor Vehicles, and adequate automobile insurance; possession and maintenance of a good driving record (as evidenced by freedom from multiple or serious traffic violation for at least a two-year duration) that does not contribute to an increase in UWCCR insurance rates.

#### **ANTI-RACISM, DIVERSITY, AND INCLUSION**

UWCCR recognizes and affirms that all people are created equal and are entitled to all rights afforded by the Constitution of the United States. Our Human Resources and Executive Team are committed to promoting Anti-Racism, Diversity, and Inclusion efforts to address the inequalities and disparities amongst race. We live these values by improving equity, diversity, and inclusion in recruitment, selection, and employment practices. We aspire to recruit, employ, retain, and promote talented individuals representing the full spectrum of our community, and welcome all candidates, including candidates of any race, religion, national origin, gender, gender identity or expression, sexual orientation, and age, and candidates with disabilities.