

Job Title: Director, Major Gifts
Department: Fund Development
Reports to: Vice President, Fund Development
Status: Exempt, Full Time

Role Purpose

The Director, Major Gifts raises support for and advances United Way of Southern Nevada's (UWSN) mission of improving lives by identifying, creating, growing, and sustaining relationships that lead to major gifts, both through engaging individuals as well as developing donor communities (United Way's leadership giving societies and affinity groups). The Director plans and manages the cultivation, stewardship, and solicitation of major gift donors.

This outward-facing, results-oriented role will require the candidate to be a high-energy and inspiring leader who is genuinely comfortable and effective in soliciting major gifts and has the demonstrated ability to do so by building strong and sustainable relationships. The successful candidate will have three to five years of successful fundraising experience and demonstrate exceptional professionalism and discretion.

Key Accountabilities

- Set direction for and achieve major gift, annual, and multi-year revenue goals and performance targets for leadership giving societies and affinity groups.
- Engage the internal fundraising team, affinity group leaders, and volunteers by setting goals and supporting their efforts to drive results in their roles for United Way.
- Collaborate with the Fund Development team to cultivate, steward and solicit major donors and prospects in the workplace and non-workplace sectors and create a positive donor experience for all UWSN affinity groups.
- Develop, maintain, and manage a portfolio of major gift prospects.
- Coach and support staff and volunteers to develop and nurture sustainable relationships.
- Assist with the development of key performance metrics to ensure the major gifts program is operating effectively.
- Define, develop and organize the key elements for leadership giving societies and affinity groups such as event series to include engagement, gratitude, prospecting, and connection to United Way's Community Based Agenda.
- Maintain accurate and detailed donor records in the CRM database to analyze the effectiveness of delivering objectives according to plan and goals.
- Direct the generation of reports showing the overall giving and engagement process, analyzing variances, and initiating productive action.
- Collaborate with Marketing to create communication materials, tools, and events for the cultivation and recognition of existing and prospective and donors.
- Develop and administer an annual operating and engagement budget.
- Direct the administration of Tocqueville Donor Community Investment Accounts through the Fund Development team.
- Expected to spend a minimum of 50% of the time out of office meeting with individual donors to average five in-person meetings per week.
- Collaborate with Community Impact and Volunteer Engagement teams to implement meaningful donor engagement.

Professional Competencies

Mission-Focused

- Ability to link donor, volunteer, and advocates' aspiration to needs
- Ability to catalyze others' commitment to the mission
- Strives vigorously to accomplish shared goals

Collaborator

- Seeks and shares knowledge of community
- Take a collaborative approach to address issues
- Focuses on shared goals
- Mobilizes a broad range of sectors and resources

Brand Steward

- Acts with integrity and strong ethics to foster trust at all levels (personal, market, societal)
- Internalizes the meaning and commitment of UWSN and consistently acts according to its value and purpose
- Is accountable and transparent with all stakeholders

Functional Competencies/Accountabilities

Manage Relationships/Relationship-Oriented

Can communicate effectively to develop, grow and sustain productive relationships. Knows how to capture and record relevant information and how to interpret and utilize the information to forge partnerships and cultivate, grow and sustain internal and external relationships.

Self-Management

Presents oneself appropriately and professionally. Communicates, acts, reacts, and responds appropriately in all situations. Effectively utilizes interpersonal skills and political astuteness to engage with, lead, and function as a member of a team as appropriate. Is trustworthy and acts with integrity, authenticity, humility, and in good faith; respecting others' opinions, priorities, values, and interests. Seeks to continuously improve interpersonal and professional skills.

Communication Skills

Understands and uses empathy, compassion, and active listening. Is fully present and aware of subtleties and nuances such as body language and voice tonality to better understand what is important to constituents and how to connect and engage them with United Way. Able to prospect, influence, persuade, present to and engage diverse audiences.

Utilize and Acquire Knowledge

Is forward-thinking, focused on what is possible, and seeks new tools and knowledge as needed. Can use technology when acquiring and utilizing knowledge and is innovative and creative in its application. Seeks to continuously improve interpersonal and professional skills.

Achieve Results/Results-Driven

Is personally accountable for achieving results. Can adapt quickly to ever-changing environments. Is organized, able to plan, think strategically, and is creative, innovative, and appropriately persistent to make decisions to achieve results and meet goals.

Education, Skills, Experience, and Training Requirements

- A minimum of three to five years of fundraising experience for nonprofit entities, a Bachelor's Degree, or a comparable combination of education and experience.
- Focused fundraising experience with an emphasis on customer relationship building.
- Effective oral and written communication skills with an ability to relate to diverse groups of individuals or organizations in an effective manner.
- Effective public speaker.
- Ability to think strategically with proven, strong ability to execute on a plan.
- Ability to take initiative and be creative in thinking and solution.
- High-energy individual who exhibits a positive outlook who can manage ambiguity and change.
- Demonstrated ability to manage a portfolio of assigned accounts.
- Manage expectations of internal team members effectively and have a strong desire and aptitude to be part of a team environment.
- Demonstrated ability to persuade others and to convert relationships into giving opportunities.
- Commitment to excellence and the mission of UWSN.

Technical Knowledge and Equipment

- Proficient computer skills, including Microsoft Word, Excel, and PowerPoint. CRM system preferred.
- Proficient with social media.

Environment

- The environment for this position is in an office that is clean and comfortable. It may include some minor annoyances such as noise, odors, drafts, etc. In addition, the incumbent will travel via personal vehicle to client sites, workplace events, meetings, etc.

Physical Activity

In the course of performing this work, the incumbent:

- Will spend substantial time standing, sitting, speaking, and listening.
- Must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

Diversity, Equity, & Inclusion Statement of Principle

We take the broadest possible view of diversity. **We value** the visible and invisible qualities that make you who you are. **We welcome** that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community. **We believe** that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems. **We strive** to include diversity, equity, and inclusion practices at the center of our daily work. **We commit** to using these practices for our business and our communities. Join us in embracing diversity, equity, and inclusion for every person in every community. LIVE UNITED

Diverse candidate encouraged to apply.

United Way
of Southern Nevada



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