

## Director of Major and Planned Giving

**Reporting to:** Director of Leadership Giving and Engagement

**Department:** Resource Development (RD)

**Work Schedule:** Full-time. Core Hours of Monday-Friday, 8:30 a.m. to 5:00 p.m. Must be able to work a flexible schedule, including early morning, evening, and weekend work, during fall and spring seasons. Hybrid schedule an option after 6 months.

### Overview

United Way of Champaign County (UWCC) is looking for a dynamic professional to further connect and steward our supporters and volunteers with our work. This individual will use their existing development and relationship skills to advance United Way's mission and vision. UWCC seeks to grow new and existing affinity group resource development strategies and initiatives as we transition to a modern United Way, committed to accurately representing the communities we serve. This includes considering how donors engaged with our work want to serve and be served to meet their philanthropic needs.

### Work Environment

Every member of the United Way team contributes to our mission. Our paramount value is respect— for each other, for our community, and for our supporters. Our office culture values diversity, and our team members are collaborative, innovative, data-driven and results-oriented. Employee benefits include medical insurance, generous paid time off and medical leave, flexible scheduling options, life and long-term disability insurance, pension benefits, and flexible spending accounts.

## Defined Success

The successful candidate will use their experience and talents to enhance the donor experience at United Way of Champaign County, increasing financial support year over year. Utilizing the UWCC team, they will create experiences and communications that will connect donors to our work in new and fulfilling ways, creating lifelong and reciprocal gains for both the individual and organization.

## Critical Attributes

- Comfortable taking on new opportunities and challenges with a sense of urgency, energy and enthusiasm.
- Operates effectively even when things are not certain or the “way” forward is not clear.
- Excellent public speaking and presentation skills. Comfortable presenting to groups of various sizes.
- Outstanding communication skills with ability to modify tone and communication vehicle to best suit the audience.
- Exceptional listening skills.
- Understands the role of technology in society and how it can be utilized for fundraising.

## Key Accountabilities

### Fundraising (80%)

- Works with President and CEO and Director of Leadership Giving & Engagement to arrange and conduct personal visits with key individual donors.
- Oversees portfolio of 150-200 donors
- Responsible for the donor journey including identification, qualification, cultivation, solicitation, stewardship
- Raises revenue and manages fundraising program activities including but not limited to relationship strategy development, prospect identification, solicitation and

engagement, proposal development, recognition and appreciation efforts as related to current and new major gift income sources.

- Manages and supports individual, family foundation and planned giving development strategies, initiatives and campaigns.
- Delivers training for donors, staff and volunteers as appropriate on gift planning to advance knowledge and foster opportunities in gift conversations and strategy development.
- Remains current in gift planning trends and fundraising techniques by attending meetings and conferences and participating in training programs.
- Prepares and presents oral and written reports and funding requests.
- Assists with coordination and implementation of stewardship and cultivation events.
- Partners with leadership within UWCC to manage partner relationships, including incorporating engagement in affinity groups and volunteer opportunities.
- Provides support to the CEO regarding fundraising and special projects.
- Tracks revenue generation throughout the year and provides monthly projections against the goal, with a strong emphasis on understanding and accuracy of revenue projections.
- Maintains knowledge of IRS guidelines for charitable giving.

#### Special Event Oversight (10%)

- Responsible for oversight of all Major and Planned Giving stewardship events including breakfasts, luncheons, and networking events.
- Collaborates with Director of Marketing and Communications to promote and communicate these events to appropriate donor base.
- Work with CEO to determine appropriate and timely plans for all events and communication.

#### Donor Communications Development (10%)

- Works with the CEO and Director of Marketing and Communications in developing and directing the implementation of long- and short-range plans for the purpose of meeting the organization's marketing and communication goals in service to major and planned fundraising.

## Accountabilities

### Relationship-Oriented

- Understands and motivates individuals and organizations
- Values diversity and inclusion
- Communicates effectively
- Treats others with respect and dignity
- Actively listens to and facilitates diverse input and contributions

### Collaborator

- Seeks and shares knowledge of the community
- Takes a collaborative approach to addressing issues
- Focuses on shared goals

### Brand Steward

- Acts with integrity and strong ethics to foster trust at all levels
- Internalizes the meaning and commitment of United Way
- Demonstrates the values of the network
- Is transparent with all stakeholders

### Self-Management

- Presents oneself in an appropriate and professional manner
- Is trustworthy
- Acts with integrity, authenticity, and humility

### Outward-Turning

- Works across private, public, and corporate sectors
- Exhibits partnership-focused principles
- Values inclusion, different perspectives, and cultures

### **Business Acumen**

- Mobilizes resources and serves as a skilled professional
- Focuses on quality, innovation, and high-performance standards
- Demonstrates fiscal responsibility

### **Working Relationships**

Works in regular collaboration with the Chief Executive Officer, Director of Leadership Giving and Engagement, Director of Strategic Partnerships, Director of Marketing and Communications, and Director of Community Impact.

### **Education and Training**

Bachelor's degree from an accredited college or university, a minimum of three years of fundraising experience with success in securing major gifts, and CFRE preferred or willingness to obtain.

### **Technical Knowledge/Skills**

Fully proficient with MS Office, including Word, Excel, PowerPoint, and Outlook, with a valid driver's license, automobile insurance, and reliable transportation required, and expertise in Customer Relationship Management software.