

United Way of Central Florida

Position Title: Director of Major Gifts

Department: Resource Development	FLSA Classification: Non-Exempt/Hourly
Location:	EEO Classification: Official or Manager
Supervisor: VP of Resource Development	Status: Part Time

Summary: To identify and implement innovative strategies in order to retain and increase current Tocqueville Society Members, cultivate new leadership level givers and promote United Way of Central Florida engagement through major gifts (Tocqueville and Democratie Societies).

The Major Gifts Director is responsible for planning and executing strategies to drive year-over-year net increase in Tocqueville Society revenue (dollars) and membership (donors), while reducing churn. Recommitting the current donor base is mission critical to success. This position will be proactive in developing personal relationships in his/her assigned portfolio of current Democratie and Tocqueville Society donors as well as with prospects, and strengthening donors' and prospects' connectivity with UWCF, particularly among the Benefactors giving level. The Major Gifts Director will increase the number of Democratie (\$5k to \$9k), Tocqueville Society (\$10K to \$100K) and Principal level gifts (\$100k Plus) by executing individualized plans to identify, cultivate, solicit and secure gifts working independently and in conjunction with Development Officers, Tocqueville and Democratie Society Committee.

Essential Duties and Responsibilities:

- Lead and manage the affairs of major gifts to include budgeting, strategic planning, retention, recruitment, resource development and donor development
- Develop and implement year-long business plan for major gifts, setting goals and tracking the success of implemented business plan
- Develop and implement year-round communications calendar specific to the Tocqueville Society; in conjunction with the UWCF marketing department
- Cultivate relationships with current and prospective major givers to maximize donor potential and to develop a mutually beneficial philanthropic relationship
- Coordinate initiatives playing a key role in the development and overall organization of assigned events related to major gifts while maintaining positive relationships with vendors
- Recruit, conduct training and manage Tocqueville and Democratie key volunteers
- Act as staff lead for Tocqueville Society Committee Members and Tocqueville Chair, ensuring monthly meetings are adequately planned, recorded and thorough follow up takes place
- Update and maintain the database system with major gift member and prospect information
- Implement and routinely update tracking of goals, gifts, touchpoints with donors, mailed and emailed communications, Tocqueville Society events and visits with major donors.
- Utilize social media outlets to develop connections with various constituents as identified in the Strategic Plan - in conjunction with the marketing department
- Participate in various internal and external committees and professional organizations
- Follow all organization's policies, practices, and procedures
- Participate in proactive team efforts to achieve departmental and organizational goals
- Provide leadership to others through example and sharing of knowledge/skill
- Other duties may be assigned to meet business needs.

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Qualification/Requirements:

- Ability to think critically and creatively in an effort to make an “ask”, thank donors and steward existing and potential Major Donor relationships.
- Ability to communicate clearly and effectively to a large crowd and in one on one conversations.
- Ability to read, analyze and interpret technical, financial and legal documents.
- Ability to respond to questions from groups of managers, clients, customers and the general public.
- Ability to respond to common inquiries or complaints from customers or members of the business community.
- Ability to write speeches and articles for publication that conforms to prescribed style and format.
- Ability to effectively present information to top management, public groups and/or boards of directors.
- Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals particularly for the handling of cash. Ability to compute rate, ratio and percent and to draw and interpret bar graphs.
- Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical instructions and to deal with several abstract and concrete variables.
- Proficient personal computer skills including electronic mail, recordkeeping, routine database activity, word processing, spreadsheets and graphics
- Ability to attend early morning, evening, and/or weekend meetings on a periodic basis, and should be able to travel independently throughout assigned area.
- Ability to work as a self-motivator and self-starter
- Ability to work as a strong team player, ability to work collaboratively
- Ability to work with perseverance
- Ability to work with optimism and a positive attitude
- Ability to handle multiple tasks simultaneously while maintaining attention to detail
- Ability to handle a rigorous schedule of deadlines amongst constant change

Education/Training/Experience

Bachelor’s degree (B.A.) from four-year college or university; Seven years related experience preferred; Consultative sales experience; Excellent presentation and personal communication skills; Proven track record of success in cultivating and soliciting prospects capable of five and six figure gifts; Broad knowledge of the principles of fundraising with the ability to participate in all aspects of the gift cycle: identification, cultivation, solicitation, stewardship; Basic understanding of constituent relationship management (CRM) systems; Understanding of fundraising database programs and software; and demonstrated leadership and the ability to successfully manage multifunctional or diverse areas.

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Physical Demands:

Moderate physical activity performing somewhat strenuous daily activities of a primarily administrative nature. Includes sitting and/or standing for extended periods of time with the ability to lift up to 25 lbs.

Manual dexterity sufficient to reach/handle items, works with the fingers and perceives attributes of objects and materials.

Travel Demands: Must have reliable transportation and ability to travel to worksites, community based meetings and events

Disaster Response: Every United Way of Central Florida employee is a disaster response worker and is expected to work any time when the Polk County Emergency Support Function (ESF) is activated. It is expected that all employees will work in their disaster response roles as assigned after they have assessed the welfare of their families and the safety of their own surroundings.