**Individual Giving Officer**



**POSITION SUMMARY:**

The **Individual Giving Officer** will cultivate a portfolio of mid-level donors ($1,000 - $9,999 annual giving) to strengthen their connection with United Way resulting in long term financial commitments to the organization with a goal of growth to a major donor level. This role will also champion efforts with at least one of the United Way of Forsyth County (UWFC) Donor Networks by working with staff and volunteer leadership to increase membership and connection. The goal is to increase donor retention and engagement by enhancing the donor experience.

**REPORTS TO: D**irector of Major Gifts

**Position Duties & Responsibilities**

*The following statements are intended to describe the general nature and level of work being*

*performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.*

**Mid-Level Donor Portfolio Management**

• Conduct individual meetings with donors and potential donors to discuss their philanthropic passions and goals.

• Expand and manage a portfolio of 100-200 mid-level donors to optimize giving and

deepen their commitment to UWFC. Developing relationships and soliciting gifts in

UWFC's Leadership Giving range $1,000-$9,999.

• Manage a small portfolio of workplace campaigns (<40) with significant number of

leadership donors and/or potential.

• Achieve donor call expectations and annual fundraising goals.

• Expand and implement the donor engagement plan for assigned portfolio to ensure consistent cultivation throughout the year.

• Assure donors are recognized appropriately and are encouraged to attend events and recognition opportunities.

**Leadership Level Donor Acquisition**

• In partnership with the Resource Development Team, consistently and actively identify prospective leadership level donors and cultivate those individuals towards becoming leadership donors.

• In partnership with Donor Network staff work to understand annual goals and design engagement opportunities resulting in increased membership in the networks.

• Manage a communication and education strategy to build awareness and brand

throughout the leadership donor base.

• Develop, implement, and maintain a comprehensive system of donor recognition for all United Way mid-level donors, in partnership with the Resource Development Team.

**Database Management**

• Record and track donor calls, connections, and emails in the United Way CRM system

(ANDAR).

• Maintain accurate reports of current donors, prospects, and lapsed donors.

**Flexibility**

• UWFC is evolving with our changing external environment. Flexibility and adaptability are key attributes for this position. A willingness to take on additional duties to ensure the success of the team is essential.

• Some events/tasks will be required outside of traditional work hours.

**Qualifications**

*To perform this job successfully, an individual must be able to perform each essential job function satisfactorily and be present while performing those functions. The requirements listed are representative of the basic knowledge, skills, and/or abilities required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. The individual in this role must display the highest level of integrity and confidentiality. United Way also values innovative thinking, and a successful candidate will be a self-starter who can work within the team to achieve goals and objectives. The individual should have effective communication skills, attention to detail and organization, and flexibility and adaptability. The individual will also maintain knowledge of trends, best practices, and research in his/her area of responsibility to enhance development practices.*

**Education and/or Experience**

• Bachelor's degree preferred.

• At least two years of fundraising experience required.

• Knowledge of Forsyth County and the human service sector is preferred.

\*Work experience may substitute for education requirements on a case-by-case basis.

Must have excellent written and verbal communication skills, a strong reputation for integrity and professionalism, ability to resolve conflict constructively, strong performance management and evaluation capabilities including the willingness and ability to ensure accountability, ability to build strong relationship both inside and outside UWFC, ability to think strategically, commitment to fostering an inclusive environment consistent with UWFC's commitment to diversity and inclusion. Must have the ability to prepare, explain, and monitor performance, manage a diverse group of donors and volunteers, manage projects and

workload, and engage constructively with the other members of the UWFC team.

**Additional information and requirements:**

**Physical Requirements: ability to move papers or supplies weighting up to 20lbs.**

**NC Driver’s license and auto insurance are required.**

**This is a hybrid position; 4 days in the office Friday remote.**

**FLSA status: Exempt**

**We offer a full health benefit package with 12 paid holidays, PTO, 401K and Defined**

**Contribution plans.**

**EOE**