

Position: Donor Relations Manager

Reporting: Chief Philanthropy Officer

Organization: United Way Greater Triangle

Location: Hybrid – Durham, Johnston, Orange, Wake Counties, NC

Salary: (\$60,000-\$77,000) + a generous benefits package, including medical, dental, 401K matching, and a hybrid work environment

About United Way Greater Triangle (UWGT)

United Way Greater Triangle (UWGT) connects people and resources to community-driven solutions that create lasting impact. We invest in effective programs, convene partners across sectors, and amplify the work of nonprofits that strengthen families and communities across Durham, Johnston, Orange, and Wake counties.

Position Overview

The Manager of Donor Relations cultivates, stewards, and grows a portfolio of individual donors to advance United Way of the Greater Triangle's mission. This role drives donor retention and acquisition through prospect research, pipeline development, and major gift cultivation, while also building Leadership Circle, Tocqueville Society, multi-year, and planned giving support. With a strong focus on relationships and meaningful donor experiences, the Manager strengthens engagement and secures long-term philanthropic investment.

Key Responsibilities

Donor Cultivation & Stewardship

- Manage and grow a portfolio of individual donors, with a focus on securing leadership gifts (\$1,000+) and major gifts (\$10,000+).
- Develop individualized cultivation and solicitation plans for donors and prospects, including step-up and multi-year commitments.
- Create and execute stewardship plans to deepen donor relationships through personalized outreach, recognition, and engagement opportunities.
- Represent the organization at community functions, networking events, and donor experiences.

Prospect Development & Fundraising Strategy

- Conduct research and industry analysis to identify new donor prospects and expand the individual giving pipeline.
- Lead innovative fundraising strategies, including peer-to-peer and cause-driven campaigns, to engage donors and grow giving.
- Design and execute annual appeals, membership renewals, digital campaigns, and cultivation events.
- Partner across the organization to align individual giving strategies with broader fundraising and community engagement initiatives.

Data Management

- Maintain accurate and up-to-date donor records in CRM systems (e.g., Andar).
- Track donor touchpoints, giving history, and progress against goals, ensuring accurate reporting and data-driven decision-making.
- Monitor and manage key performance indicators (KPIs) related to donor engagement and fundraising results.

Required Competencies

- Proven track record of securing major gifts and managing donor portfolios.
- Strong relationship-building skills with the ability to engage diverse stakeholders.
- Excellent written, verbal, and interpersonal communication skills.
- Demonstrated ability to plan, prioritize, and manage multiple projects in a fast-paced environment.
- Creative, strategic, and results-oriented, with a passion for fundraising and community impact.
- Strong analytical and problem-solving skills, with experience leveraging CRM systems and data for fundraising strategy.
- Knowledge of the philanthropic landscape and key stakeholders in the Greater Triangle is highly desirable.
- Minimum of five years of development experience, including individual giving and major gifts.

Application Process

To apply, please submit your résumé and cover letter to jobs@unitedwaytriangle.org. Applications will be reviewed on a rolling basis.

United Way of the Greater Triangle is an equal opportunity employer. We strive to create a welcoming environment, enable success for all, and promote fairness, respect, and collaboration across our team and in the communities we serve.

United Way of the Greater Triangle is committed to fostering an inclusive and equitable organization that strives for equal opportunity in all its endeavors. We aim to create a welcoming environment, enable success for all, promote fairness, civility, and respect, and honor the diverse voices within our organization and the Greater Triangle community.