JOB DESCRIPTION

Position/Title: Director of Donor Relations & Resource Development
Organization: United Way of Cass County, Inc.
Reports to: Executive Director

Purpose of Position: To create resource development plans that include connecting donor interests with United Way programs, agencies, and volunteer opportunities by educating, engaging and thanking contributors and volunteers. To build relationships with diverse community stakeholders, contributors, and partners. To search for new ways to be more effective in bringing broad understanding of the United Way to the community. To work closely with the Director of Impact Strategies to develop and package our product for community messaging.

Key Work Process and Outcomes for
Director of Donor Relations & Resource Development

<table>
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<tr>
<th>Essential/key work processes for which the position is responsible:</th>
<th>Outcomes of job key work processes:</th>
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</table>
| 1. Envisioning, communicating, and implementing Donor Relations & Resource Development | • Well-communicated vision of what needs to be achieved, with donor and community needs clearly identified.  
• An engaged team of staff and volunteers that feels ownership of the program/process  
• Engaged donors, resulting in enhanced donor giving |
| 2. Recruiting, developing, and deploying the volunteer teams | • Right volunteers and structures in place to achieve the strategy and plan, involving other staff as possible  
• Enhanced volunteer team skills that can then be applied to plan tasks and responsibilities |
| 3. Managing and implementing plans | • Believable and well-defined goals, roles and responsibilities clearly communicated to the staff & volunteers  
• Team that understands what goal attainment means to the organization, the community  
• Plan tasks and actions completed effectively, resulting in achievement of identified plan goals |
| 4. Building and maintain strong relationships with the community and develop and sustain relationships with staff, volunteers, and donors inside and outside of United Way | • Relationships with donors that produce bottom line results  
• Resources (e.g., funds, leadership) available for community impact projects |
5. Coordinate with staff, UW peers, and specialists to solve problems

- Effective relationships across peers in the United Way organization
- Solutions and decisions that support UWCC and UWW strategies

6. Encompass Marketing & Branding to create the ideal donor experience; Market Research

- Create an effective brand strategy by defining the target audience and learning as much as possible about them
- Develop a Brand Value Proposition that sets our brand apart from the others highlighting the needs and expectations of the target audience as they relate to investing in charities. Define our role as their charity of choice
- Goal to influence the target audience perception of UW through the promises we make and keep
- Utilize market research
- Maintain Media Relations

**Competencies for the Position:**
**Director of Donor Relations and Resource Development**
The competencies required to perform in the key work process areas.

<table>
<thead>
<tr>
<th>FUNCTIONAL</th>
<th>Leadership</th>
<th>Relationship &amp; Influence Mgmt.</th>
<th>Talent/Team Dev. &amp; Mgmt.</th>
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<tbody>
<tr>
<td></td>
<td>Communications</td>
<td>Influence &amp; Impact</td>
<td>Talent Selection, Development, Mgmt.</td>
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<td>Visioning &amp; Strategic Thinking</td>
<td>Coalition Building</td>
<td>Team Leadership &amp; Coordination</td>
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<td></td>
<td>Strategic &amp; Operational Planning</td>
<td>Relationship</td>
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<td>Problem Solving &amp; Decision Making</td>
<td>Management</td>
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<td>Strategy &amp; Product Innovation</td>
<td>Consultative Selling</td>
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<td>CORE</td>
<td>Results Orientation</td>
<td>Integrity</td>
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<td>Continuous Learning &amp; Self Mastery</td>
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<td>Inclusiveness</td>
<td>Flexibility</td>
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Essential Duties: Campaign/Resource Development

To effectively generate resources we listen actively and willingly to others’ concerns; we deliver effective, clear presentations with the ability to respond to questions with appropriate information and data; we prepare clear, concise written communications that meet the needs and purposes of the donor/volunteer; we initiate regular communication with organizations to report on their ‘return on investment’ and to respond to questions with appropriate information and data; we tell a story with personal-level impact to engage and energize the donor community.

Volunteer Support & Planning

- Develop plan that includes goals, activities, strategies, outcomes, indicators, and timeline
- Implement and maintain campaign plan, organizational chart, and timetable that generates a maximum degree of financial support
- Oversee and coordinate scheduling of meetings
- Work with E.D. & Campaign Chair to develop case for support

Campaign Information & Implementation

- Oversee pledge processing & facilitate the collection of pledges by providing staff services to the treasurer, NPAS, and appropriate committees
- Prepare reports & Materials
  - for volunteers to distribute during CEO calls & cabinet briefings
  - requested information from volunteers & donors
  - compile campaign statistics & status reports
  - coordinate purchase & packing of campaign materials with volunteers
  - coordinate letters, certificates, and mailings
  - update list of vendors, accounts, donors
  - learn & utilize campaign data base - Andar

Training Programs

- Provide Support to Division Chairs in recruitment of campaign volunteers with suggestions and monitoring their efforts
- Develop, arrange, and conduct Campaign Volunteer, Company Coordinator, and Speakers Bureau Trainings
- Assist in providing training for Volunteers

Campaign Progress

- Monitor overall campaign progress
  - Monitor all workplace, mail, and other campaigns
  - Monitor the pace of the campaign, compile progress reports to report to campaign volunteers
  - Maintain campaign receipts, assure that accountability is maintained in reporting returns from the campaign, audit report envelopes for cash and accurate information
  - Through use of data, analyze campaign & churn

Essential Duties: Relationship Management/Cultivation

Relationship & influence management uses communication skills and poise to deliver an effective, convincing message by inquiring into audience interests then preparing a case for ideas based on identified interests and presenting supporting facts and data.

- Initiate contact and build relationships with people who want to invest their time and money in UW’s mission and operations.
• Learn and use the customer relationship management model/approach to continually manage critical community relationships
• Create, communicate, and apply a model/process for pre-, mid-, and post-event engagement and ensures that the team uses the model consistently by observing them and providing feedback
• Continually strengthen relationships by supporting and responding to the needs of others; sharing your ideas, time, and resources; and building trust through open communication and follow through on all commitments.
• Effectively use relationships by requesting support and assistance as appropriate to maximize organization and program effectiveness.
• Build relationships with personnel directors
• Work with Campaign Coordinator Teams
• Develop & Coordinate New Hires Program
• Develop and Coordinate Retiree Program
• Develop & Coordinate Agriculture Program

**Essential Duties: Branding/Marketing/Public Relations**

*Our brand is the accumulated series of experiences people have with us and our organization. More than a name or logo, our brand incorporates and reflects the images, ideas, values, and behavior that define who we are and why we are different. Our customer is the investor – who aspires to improve lives and make the community stronger. Our brand is a promise of results – a promise that we make not only to our investors, but ourselves as well.*

**Brand Management**
• Create an effective brand strategy by defining the target audience and learning as much as possible about them
• Utilize UWW Brand Management resources

**Marketing Plan**
• Develop a marketing plan with E.D. & volunteers to include promotion, education, and awareness of the United Way supported programs and services in the community
• Implement Marketing Plan
  - Search for new ways to be more effective in bringing broad understanding of the United Way to the community
  - Utilize UWW Branding and Marketing resources and follow guidelines
• Advertising/Promotion
  - Work with media in the development & promotion of United Way related stories & ads
  - Follow the Marketing & Advertising budget
• Campaign, Reading Railroad, and United Way Program Materials
  - Develop & oversee preparation of materials
  - Execute promotional materials

**Thank You Program**
• Develop and Execute thank you programs, utilizing volunteers

**Special Events/Projects**
• Oversee, Coordinate, and Execute special events utilizing volunteers including, but not limited to Rally, Victory Celebration, Annual Meeting
- Plan and execute a celebration and ensure all volunteers are thanked for their efforts and to honor donors and companies
- Plan and execute a Campaign Rally to bring awareness of the United Way and its funded programs, to kick off the pacesetter campaign, and to motivate volunteers and company coordinators
- Search for community events that United Way can partner and participate in to gain maximum exposure

**Electronic Media**
- Oversee & maintain website
- Execute email campaign newsletter
- Execute Social Media promotions