

Vice President, Resource Development



United Way of Pierce County

FLSA: Exempt Non-exempt Full-time Part-time Temporary/Contract

MISSION: WE WORK FROM THE HEART TO UNITE CARING PEOPLE TO TACKLE OUR COMMUNITY'S TOUGHEST CHALLENGES.
VISION: A COMPASSIONATE, VITAL COMMUNITY WHERE PEOPLE HAVE THE EDUCATION, RESOURCES AND OPPORTUNITIES TO ACHIEVE THEIR POTENTIAL.

WHY JOIN OUR TEAM

The Resource Development team's mission is to build strong lifelong relationships with United Way's constituents through meaningful philanthropy engagement that matches the donor's passions and interests with the United Way's organizational priorities. By securing the financial support necessary, United Way will be able to achieve excellence in supporting children, youth and families through individual giving, corporate campaigns, and grants. The Resource Development team is committed to serving United Way's mission with a goal of lifting 15,000 households out of poverty by 2028.

POSITION MISSION

Bring your successful skills in fundraising to lead the resource development team on an impactful mission responsible for generating annually over \$5M + in transformational donor-centric philanthropy throughout the greater community of Pierce County. As Vice President of Resource Development, you will oversee and develop a comprehensive fundraising program to meet the strategic and long-range goals of United Way. You will be responsible for achieving defined revenue goals through cultivation of relationships throughout the community with local businesses, leaders, and CEOs. This includes intentionally deepening engagement with our companies year-round as well strategically involving and inspiring our most generous individual donors. The Vice President will oversee all areas of resource development including the workplace campaign program, major gifts, grants and small/new business. The Vice President will also work with the Vice President of Marketing and the Vice President of Impact to achieve organizational and revenue goals.

RESPONSIBILITIES

- Develop, implement and maintain a comprehensive, long range fundraising program that includes, but is not limited to leadership, major giving, Tocqueville giving (\$10,000+), and annual workplace campaigns.
- Works closely with the CEO to steward and grow a portfolio of Tocqueville (10K and above) donors. This includes:
 - Developing a **significant** portfolio of major gift donors/prospects
 - Managing the fundraising strategy for these donors with primary responsibility for cultivation, solicitation and stewardship.
- In collaboration with the Resource Development team and major gifts officer, stewards and grows a portfolio of Leadership donors (\$1,000 - \$9,999).
- Lead Resource Development department staff in planning and execution of annual fundraising. Focus includes building relationships and engagement with top accounts, including the establishment and achievement of revenue goals.
- Provide superior coaching, mentoring and relationship building skills to team.
- Build and execute a plan for an effective Campaign Cabinet that utilizes core volunteers.
- Leads effort, in coordination with the CEO, to identify and recruit Campaign Chairs
- Creates internal and external processes that support a culture of sustained major fundraising.
- Manages and tracks development activities through the use of the organization's database (CRM and Enterprise) producing regular progress reports for the CEO and Board.
- Builds strong partnerships and leverages relationships with leaders and CEOs in the community. Cultivates these relationships collaboratively with the Director of Major Gifts to secure major gifts, including Tocqueville gifts.
- Works with CEO and Board of Directors, to diversify revenue streams from sources outside traditional campaign.
- Speaks publicly in a variety to settings to educate key audiences about important community issues, what we are doing to help advance those issues and the outcomes of their investment in our efforts.

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COMPETENCIES:

1. To perform the job successfully, an individual must demonstrate the following competencies:

- **Mission focused** – the ability to create real social change that leads to better lives and healthier communities.
- **Relationship oriented** – an understanding that people come before process and are astute in cultivating and managing relationships toward a common goal.
- **Collaborator** – understands the role and contribution of all the sectors of the community and can mobilize resources through meaningful engagement.
- **Results driven** – dedicated to shared and measureable goals for the common good, creating resourcing, scaling and leveraging strategies and innovations.
- **Brand steward** – a steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater work.

2. Demonstrated sales leadership

3. Effectively build organizational and staff capacity, developing a top-notch workforce and the processes that ensure the organization runs smoothly.

4. Capacity for leading and managing people, a team builder who has experience in organizational transition and scaling up organizations.

5. Entrepreneurial in approach with a strong work ethic, comfortable in transitions, and ability to stay focused on mission. Comprehensive knowledge of fund development and its relationship to successful implementation of philanthropic objectives.

6. Open to new ideas; Invests time and resources in training, development and succession for the department;

7. Identifies and grooms a diverse, high quality workforce; Delegates effectively.

8. Knowledge of planned giving vehicles; current trends, research and issues regarding planned giving.

9. Self-motivated, work with little or no supervision; excellent time management skills; proactive strategic thinker.

LEADERSHIP COMPETENCIES

Talent Management & People Development

- Builds and leads a diverse team, hires the right people, demands high performance and results; Ensures sales team work is aligned with mission & strategy.
- Open to new ideas; Invests time and resources in training, development and succession for the department; Identifies and grooms high potentials; Delegates effectively.
- Enthusiastically serves as Consultative Sales Leader.
- Builds, leads and mentors a robust sales team practicing creative and consistent recognitions and celebrations of success.
- Receives and provides feedback in a constructive way that builds confidence among staff; Addresses performance problems.

Business Acumen & Strategic Direction

- Demonstrates understanding and knowledge of United Way network; Understands business of the organization and effectively creates strategy.
- Understands the community and its business environment.
- Understands general business and financial principles required to effectively lead, manage and align resources for performance; Able to read financial statements, create budgets.
- Contributes to the bottom line by helping organization grow its resources and capacity.
- Advanced understanding of major gifts and fundraising principles to include, superior skills in relationship building.
- Advanced knowledge and management of marketing principles and deliverable to ensure successful marketing campaigns/projects.

Operational Planning & Execution

- Establishes effective and efficient processes that align their department priorities with greater organization goals, strategy and mission.
- Collaborates effectively within organization;
- Inspires and motivates people that builds the culture of United Way as the Mission of Choice;

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- Engages volunteers in a way that helps execute the strategy.
- Partners with CEO at board of director / volunteer / donor presentations, which include individual meetings and major events

Outward Turning

- Develops strategic relationships to benefit United Way and the community; Know key players in the community and is diligent in maintaining and expanding the network of partners.
- Seeks learning from inside and outside the network to build skills, knowledge, and abilities to challenge the organization in reaching its potential
- Effective spokesperson for United Way and its work
- Is present and visible in the community and with partners (donors, volunteer); Engages, listens and understands community aspirations.
- Establishes credibility as a leader on critical issues and solutions affecting the community.

The above statements are intended to describe the general nature and level of work; They are not intended to be an extensive list of all duties, responsibilities and skills required.

RELATIONSHIPS

The VP of Development reports to the President and CEO. The VP directly supervises the RD Department Coordinator, the Resource Development Officer, and the Major Gifts Officer.

QUALIFICATIONS

KNOWLEDGE, EDUCATION AND EXPERIENCE

- BA required, M.A. and CFRE preferred.
- Relevant and increasing development knowledge and responsibility previously demonstrated; performance at a management level will also be considered.
- 5 to 10 years demonstrated success in leading major fundraising initiatives or comparable activities; preferably related to human services.
- Thorough knowledge of development principles and practices: successful experience with moves management, gift tracking/processing, technical based fundraising strategies, direct mail programs, donor relations and data management.
- Experience with strategic planning and management.
- Experience in endowments/ capital style campaigns
- Ability to apply knowledge in working with diverse staff and group of volunteers. Proven ability to direct, lead, coach and mentor team in achieving organizational goals and objectives.
- Proven track record of achieving and exceeding revenue goals.
- Positive and engaging relationships in the community.
- Self-motivated and ability to work autonomously but effective in collaborations internally and externally.
- Ability to effectively present information and respond to questions both one on one privately and publicly to groups.

PHYSICAL FACTORS / WORKING CONDITIONS

Indoor office environment.

Use of personal vehicle.

Light lifting of supplies.

Occasional non-regular hours.