

Position Description



Job Title: Fundraising Specialist
Reports To: Associate Vice President
FLSA Status: Exempt
Compensation: \$58,000-\$75,000/year DOQ plus benefits
Work Type: Hybrid (averaging 2 days a week in the office)

ORGANIZATION: At United Way of Benton & Franklin Counties (UWBFC), all team members share the goal of creating healthier communities. Together, we raise funds to fill critical gaps in services needed to improve the lives of local children and their parents/caregivers.

POSITION SUMMARY: The Fundraising Specialist raises money to create positive change in our community by collaborating with their team to develop and implement strategies that attract and retain donors.

DUTIES AND RESPONSIBILITIES: The essential duties of this position include but are not limited to:

75% Fundraising

- Builds relationships with key stakeholders; cultivates relationships with prospective and existing donors.
- Engages UWBFC President and board members in the fundraising process.
- Engages companies to establish meetings with CEOs, company leaders, and key volunteers; supports campaign volunteers; and support workplace campaigns and associated events. Manages a portfolio of workplace fundraising campaigns.
- Obtains corporate contributions and in-kind support.
- Updates and implements training for fundraising campaign volunteers.
- Collaborates with AVP on strategy development and serves as project manager for direct solicitation strategies for individual and business donors; this includes retirees, lost/lapsed donors, and entities not giving through a workplace campaign.
- Leads relationships with local unions and Funded Partner Agencies (local non-profits receiving UWBFC grants) to raise funds to benefit UWBFC mission.
- Facilitates processing of donations from Global Corporate Leaders and other national firms with local sites.
- Uses the CRM to facilitate donor communications and solicitations; to track revenue generation, results of campaigns and direct appeals, donor retention, and key business activity; and to conduct account analysis to update milestones and refine strategies.

20% Management

- Collaborates on the development of an annual fundraising plan to achieve fundraising goals; implements assigned portions of the fundraising plan and monitors results.
- Collaborates with team members on communications strategies to support all forms of giving and to ensure support for campaign events.
- Works with Finance Department to ensure accurate and timely pledge processing, management of e-pledge campaigns, and sponsorship and in-kind recognition and allocation.
- Attends community events and communicates important community issues, what UWBFC is doing to address those issues, and the outcomes of UWBFC's efforts, as assigned.
- Monitors key fundraising and community trends and industry best practices to shape fundraising strategies and to share implications with team.

5% Other duties as assigned

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QUALIFICATIONS: To perform this job successfully, an individual must be able to satisfactorily perform each essential duty. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Required Qualifications:

- Associate's or Bachelor's degree in related field from an educational institution accredited by an organization recognized by the Council for Higher Education Accreditation.
- A minimum of three years of relevant experience in sales or fundraising with a track record of success in completing sales, obtaining sponsorships or getting donations; and in planning, organizing and completing a complex workload with limited supervision.
- Fluency in English and a demonstrated effectiveness in delivering oral presentations and in persuasive writing.
- Proficiency in use of MS Office 365 and teleconferencing platforms (e.g., MS Teams, Zoom).
- Ability to accommodate a flexible work schedule.
- Must possess a valid driver's license, current auto insurance, and daily access to a reliable vehicle.
- Must be a United States Citizen.

Preferred Qualifications:

- Experience with annual giving programs and fundraising events.
- Experience using customer relationship management software or database.

CORE COMPETENCIES

- Committed to Diversity, Equity and Inclusion: Recognizes diversity, equity, and inclusion as core values that are critical to achieving UWBFC's mission. Opposes all forms of racism and is committed to advancing equity in our community. Is committed to an organizational culture that welcomes, values, respects, and hears all people.
- Results-Driven: Focuses on results and effectively communicates goals and impacts. Challenges self to achieve "stretch" goals. Committed to continuous improvement and quality service delivery. Adapts quickly to changing environments. Is organized, able to plan, think strategically, and is appropriately persistent. Can make decisions and willing to take appropriate risks to achieve results. Maintains high performance standards for self and others and pursues opportunities to attain resources to advance UWBFC's mission.
- Continuous Learner: Is forward thinking, focused on what is possible, and seeks new tools and knowledge as needed. Uses technology when acquiring and using knowledge and is innovative in its application.
- Relationship Oriented: Understands what motivates individuals and organizations. Understands and uses empathy and compassion. Manages conflict and can successfully find appropriate solutions and retain relationships. Displays an attitude of gratitude. Acknowledges others for their contributions.
- Self-Manager: Maintains professionalism. Communicates, acts, and responds appropriately. Effectively uses people skills and political astuteness. Is trustworthy and acts with integrity, authenticity and humility, respecting others' opinions, priorities, values, and interests.
- Effective Communicator: Communicates "the story" of the UWBFC's work to engage individuals and companies and to develop grow and sustain productive relationships. Actively listens to and facilitates diverse input. Is fully present and aware of subtleties such as body language and voice tonality to better understand what is important to constituents and how to connect and engage them with UWBFC. Able to influence persuade, present, request, sell, negotiate, and close a deal as appropriate.

MENTAL DEMANDS: The mental demands below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements of this position include the ability to hear and speak in the English language. General mental requirements for essential job functions include:

- Requires the ability to manage a complex workload, with minimal supervision, including the ability to shift focus between diverse job responsibilities.
- Requires analytical, numeracy, literacy, communication, and other mental capabilities.

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- Requires mental toughness to overcome objections and rejections when asking for donations.
- Requires capacity to work varying hours including some weekends, mornings, and evenings.

PHYSICAL DEMANDS: The physical demands below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. General physical requirements for essential functions of the job include:

- Sitting – 5 to 6 hours per day; typically, in an office setting, at meetings and in a vehicle.
- Standing – .5 to 1 hour per day; typically, in presentations and while using office equipment.
- Walking – 1 to 2 hours per day; typically, in moving about work sites and between car and destinations.
- Lifting/Bending - up to 40 pounds; typically positions self to pick up and place meeting and event materials.
- Seeing: Typically, most of workday includes need for close vision, distance vision, depth perception, ability to adjust focus, viewing a screen, and vision sufficient to observe reactions from persons and to present.
- Talking/hearing: Frequently communicates, in person and on the phone, with donors, staff and the public.
- Manual dexterity: Continually uses hands/fingers with wrist movement on keyboard and/or while using office equipment.
- Travel: Local travel using personal vehicle is frequently required.
- Work Hours: Sometimes necessary to work longer than 8 hours a day and/or 40 hours in a work week. Early morning meetings and evening or weekend meetings occasionally occur.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Typical work environment is in a standard office setting but may include interior and exterior event venues. 1/3 to 1/2 of the typical work week will be in spaces associated with the employer, the remainder will be in the facilities of the employee or other organizations. The noise level in the work environment is usually moderate.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.