

Position Description

Job Title: Fundraising Specialist

Reports To: Resource Development Director

Compensation: \$52,000-\$62,000/yr. DOQ plus benefits and paid time off

Work Type: Full-time at 40 hours/week with the option of working up to 50% offsite. FLSA status: non-exempt.

ORGANIZATION: At United Way of Benton & Franklin Counties (UWBFC), we share the goal of improving the lives of local children. We support the vision, mission, and values of our organization to create, resource and leverage strategies for maximum community impact.

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:

60% Garners support from Individuals

Fundraising Campaigns: Manages fundraising campaigns within workplaces with partner companies in the region.

Collaborates with Director to create strategies to gain new donors, enhance donor retention, and maximize giving.

- Collaborates with Director and marketing team to develop communications strategies and fundraising materials to support the philanthropy of prospective and current donors.
- Creates and implements training and related support materials for workplace campaign coordinators. Collaborates with coordinators to schedule campaigns and refine fundraising and communication strategies. Provides campaign posters, brochures, and other materials to coordinators. Communicates with coordinators before and during their company's campaign. Updates coordinators on the status of their campaigns during and at the conclusion of their campaign. Requests coordinator feedback upon conclusion of campaign.
- Provides or schedules presentations at company sites and/or via Zoom or Teams.
- Ensures security of donor information and funds by managing processes for receiving pledge forms and cash from company campaigns.
- Updates donor and company information. Uses database to analyze results and provides reports to Director.

Donor Solicitations: Collaborates with Director to develop and implement donor solicitations.

- Establishes appeal codes for solicitations, tracks open rates and donation results, reports data to Director.
- Updates database with new or non-deliverable addresses and other donor changes.

30% Garners support from Organizations and Companies

- Develops relationships with business owners, corporate, and public and nonprofit organizational leaders, and their communications/community relations staff to schedule campaign strategy meetings, support fundraising campaigns in the workplace, acquire sponsorships and corporate donations, and solicit participation in UWBFC events.
- Collaborates with Director to implement an annual sponsorship plan to support our community impact programs.
- Facilitates processing of donations from Global Corporate Leaders (multi-site/multi-state companies), Federal and State employees, and other national or statewide firms with local sites.

10% Management

- Collaborates with Director on the development of the annual fundraising plan to achieve fundraising goals; implements assigned portions of the fundraising plan and monitors results.
- Implements donor cultivation and stewardship strategies including recognition and communications including thank you letters and reports on the impact of donor support.
- Works with Finance Department to ensure accurate and timely processing of pledges, management of electronic pledge-based campaigns, sponsorships, and in-kind donations.
- Participates in professional development.
- Supports UWBFC events and meetings. Attends internal and external meetings.
- Completes 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 accommodation may be made to enable individuals with disabilities to perform essential functions.

Required Qualifications:

- Bachelor’s degree in related field from an educational institution accredited by the Council for Higher Education Accreditation or high school diploma/GED and an additional four years of relevant experience. An advanced degree, in a relevant field, may be substituted for two years of required experience.
- Four years of experience with a track record of success in selling ideas/projects or products, obtaining sponsorships, or getting donations; and in planning and completing a complex workload with limited supervision.
- Fluency in English and a demonstrated effectiveness in delivering oral presentations and in persuasive writing with appropriate grammar, punctuation, and spelling.
- Proficiency in use of MS Office 365 and MS Teams or Zoom.
- Ability to accommodate a flexible work schedule.
- Must possess a valid driver’s license, current auto insurance, and access to a reliable vehicle or access to transportation options that permit frequent travel to locations around the bi-county region.
- Must be a United States Citizen to access some corporate locations.

Preferred Qualifications: Experience in using customer relationship management software or a database.

CORE COMPETENCIES

- Relationship Oriented: Values and supports inclusion, diversity, equity, and access. Is committed to an organizational culture that welcomes, values, respects, and hears all people. Is trustworthy and acts with integrity, authenticity, and respect for others’ opinions, priorities, and values. Supports a culture of positive intent. Maintains confidences and confidentiality. Acknowledges others for their contributions. Acquires relevant information to cultivate, grow, and strengthen internal and external relationships.
- Self-Directed: Presents self in an appropriate and professional manner. Communicates, acts, reacts, and responds appropriately. Effectively uses interpersonal skills to engage with others, and to be a positive team member. Manages conflict, seeks to understand the perspective of others, and can negotiate appropriate solutions. Seeks to continuously improve professional skills.
- 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. Uses technology when acquiring and using knowledge; is innovative and accurate in its application. Responds appropriately to change and takes the initiative to initiate change to improve efficiency and/or effectiveness. Is flexible, organized and detail-oriented, and able to plan and to be persistent. Can make decisions and take appropriate risks to achieve results.
- Effective Communicator: Conveys UWBFC’s impact to donors and the public. Proactively communicates by actively listening, asking questions, clarifying expectations, and encouraging the open expression of diverse ideas and opinions. Provides timely and accurate information to others. Is fully present and aware of body language and voice tonality to understand what is important to others and how to engage. Able to influence, persuade, present, request, sell, negotiate, and close a deal.

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

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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 – 3-5 hours per day; typically, in an office setting, at meetings and in a vehicle.
- Standing – .5-2 hours per day; typically, in presentations.
- Walking – .5-2 hours per day; typically, in moving about indoors and moving between car and destinations.
- Lifting/Bending - up to 30 pounds; typically positions self to pick up and place supplies and equipment.
- Seeing: Continual 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 set up and deliver presentations.
- Talking/hearing: Frequently communicates, in person and on the phone.
- Manual dexterity: Continually uses hands/fingers with wrist movement on keyboard, phone, and other office productivity machinery such as calculator, copy machine, and printer.
- Travel: Frequently travels within the region.
- Work Hours: Sometimes it is necessary to work longer than 8 hours a day and/or 40 hours in a work week. Early morning, evening and weekend meetings are occasionally scheduled.

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. The typical work environment is in a standard office setting but may include a home-based office, and interior and exterior event venues. During the fall, 50% or more of the typical work week will be in the facilities of other organizations. The noise level in the work environment is usually moderate.

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