

Director of Donor Engagement

Organization Overview

United Way of Sheboygan County improves lives and community conditions through measurable, lasting ways so that everyone in Sheboygan County can live life to their fullest potential. Working with over 160 companies, thousands of donors, and countless nonprofits, United Way solves complex social issues through private/public partnerships that invest in our community. We are looking for an organized, multi-skilled, out-going, and civic-minded fundraiser to join our flexible, family-oriented and mission driven team.

Summary of Position

The Director of Donor Engagement designs, guides, executes, evaluates, and continuously improves donor strategies that position United Way of Sheboygan County (UWSC) as the nonprofit that transforms philanthropy into action and positive change for Sheboygan County. Through exceptional donor engagement, experiences, and communications, the Director of Donor Engagement co-leads, with the board and staff, to grow UWSC's overall revenue; engage, retain, and steward the corporate partnerships and individual donor base; implements innovative revenue growth strategies; and uses data to promote continuous improvement.

The Director of Donor Engagement provides internal leadership within UWSC staff and committees and is responsible for co-developing, shaping and sharing the case for support of UWSC and our community impact work. While the primary responsibility is to fundraise and meet philanthropy goals, the Director of Donor Engagement also contributes actively to advancing the mission and goals of UWSC and serves with other senior staff on the leadership team to build a culture of collaboration.

Essential Duties & Responsibilities

- Co-designs, guides, executes, evaluates, and continuously improves a resource fund development plan that is innovative, efficient, and effective in and for Sheboygan County
- Maintains current knowledge of, and monitors changes in, community factors that affect fundraising and provides guidance to the Board and Executive Director regarding strategy
- Represents UWSC as needed in public venues and community events and demonstrates exceptional interpersonal skills
- Fosters engagement with the Board, Development Committee, Campaign Co-Chairs and UWSC staff to participate in fundraising, supporting their donor relations work by providing strategic guidance around donor history and philanthropic interests
- Collaborates with internal fund development team to identify, solicit, acknowledge, and steward donors along the continuum from entry to bequest
- Solicits donors and leads donor relations through managing donor accounts using frontline skills; telling the United Way story, listening to donor's needs, asking for contributions to UWSC
- Develops and maintains strategic partnerships with all stakeholders including donors, Partner Agencies, collaborating organizations, business leaders, foundation representatives, and others
- Models and works to advance UWSC's commitment to diversity, equity, inclusion, and belonging in partnering and engaging with Board, staff, volunteer, donor, and community stakeholders
- Ensures UWSC has the infrastructure (technology, procedures, and tools) to implement the fund development plan, create exceptional donor experiences, and achieve UWSC's goals

Campaign-Specific Engagement

- Works closely with the Director of Community Development to co-lead Workplace Campaigns and to align messaging and strategy for engagement, including creation of Campaign materials
- Works closely with corporate partners to support individual Workplace Campaigns, including presenting at workplaces, solidifying employer/employee donations, and supporting company-specific stewardship needs
- Collaborates with Campaign Team to ensure all donations and pledges are accurate and performs accurate data entry and donor acknowledgments

Special Events

- Collaborates with the UWSC staff to plan and execute special events (including but not limited to Campaign Celebration, Day of Caring, Spirit Awards, Emerging Leaders events, etc.)
- Enlists and solidifies special event sponsors

Marketing & Social Media

- Partners with Director of Community Development to develop marketing materials for donor cultivation and engagement
- Supports social media and advertising campaigns as part of a donor engagement strategy

Internal Leadership

- Provides appropriate support and training for staff to optimize donor experiences and ensure individual and organizational goals are met
- Acts as the lead staff liaison with UWSC Emerging Leaders, a diverse group of young professionals that seek to influence lasting change as a new generation of leaders committed to making a difference in our community
- Supports grant writing efforts working closely with the Executive Director, Director of Community Development and overall Impact Team

Qualifications, Education & Experience

The requirements listed below are representative of the knowledge, skill, and/or ability required to perform this job successfully. Appropriate accommodations may be made to enable individuals with disabilities to perform the essential functions.

- BA/BS in nonprofit management, business, marketing, or fundraising field suggested; MA and/or CFRE a bonus
- 3-5 years of successful nonprofit fundraising experience
- Knowledge of fundraising strategies and donor relationship best practices
- Understanding of, and commitment to, discretion and confidentiality when dealing with donor information
- Experience and skills working as a team player
- High emotional intelligence and ability to work effectively with a variety of people
- Ability to motivate and retain volunteers, including donors and committee members
- Proficient in CRM or donor database systems and ability to utilize data and information to measure and evaluate fundraising performance and drive decisions
- Proven time management, planning, organizational and analytical skills
- Effective communicator, including writing, speaking, and listening skills
- Must have schedule flexibility to attend events that may occur in the early morning, evening, and weekends when necessary

- Must have valid driver's license and access to a vehicle to travel to workplace campaigns and other offsite work obligations.
- Must be reliable and willing to take on other duties as assigned

Competencies

1. Job Knowledge: Understands and applies UWSC mission, values, and policies. Knows and understands the specific requirements of their position. Demonstrates analytical and conceptual skills. Performs the technical skills required for their work. Organizes and utilizes resources to accomplish tasks. Up to date with trends in field.

2. Initiative: Follows through on assignments and responsibilities with minimal supervision. Originates new ideas or methods. Takes action without prompting. Identifies ways to innovate and improve processes.

3. Communication: Communicates effectively and clearly with manager, co-workers and public in writing and orally. Ideas are presented in an organized fashion and are easily understood. Exhibits a pleasant, upbeat communication style. Exhibits strong emotional intelligence skills.

4. Work Quality: Work produced is accurate, timely and appropriate. Work performed meets goals for quantity and quality. Meets deadlines. Manages budgets within constraints. Sensitive to issues of confidentiality.

5. Team Player: Displays commitment to and involvement in UWSC initiatives, programs and events. Collaborates well with others within and beyond the department. Performs fair share of duties and tasks. Willingly lends a hand to co-workers.

6. Job & Professionalism: Shows enthusiasm, optimism, and desire to help others. Strives to achieve goals. Behaves appropriately with co-workers, UWSC volunteers and community partners. Presents self positively and responsibly. Contributes to a positive work environment. Demonstrates a high level of ethics in their work.

7. Judgment & Problem Solving: Arrives at decisions in a thoughtful, logical manner. Considers alternatives. Applies expertise to solve problems. Seeks advice from and consults with others when appropriate. Makes good decisions and follows through. Is thoughtful about the use of JCC resources and does not waste unnecessarily.

8. UWSC Culture and Service: Understands and aligns with the UWSC culture and mission consistently and contributes to making UWSC a warm and welcoming place. Helps enrich lives. Greets and interacts with others in a friendly, welcoming manner. Addresses service issues immediately and effectively.

9. Interpersonal Skills: Well-developed interpersonal and leadership skills and the ability to work with people of varying backgrounds and cultures. Must be dynamic public speaker with an effective public presence. Demonstrates flexibility and ability to deal with change. Strong project and time management skills and possess a demonstrated ability to think and act strategically.

10. Language Skills Exceptional written and oral communication skills. Ability to effectively present information and respond to questions from groups of donors, partner agency representatives and the general public.

11. Computer Skills: To perform this job successfully, an individual should have a proficiency in Windows and Microsoft Office, and an ability to become proficient in industry-specific database systems. Practical knowledge of web environment and use of social media platforms necessary.

12. Mathematical Skills: Ability to work mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Physical Demands

The physical demands described here 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 disability to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee much occasionally lift and/or move up to 10 pounds. Specific vision ability required by this job include close vision, distance vision, color vision, and ability to adjust focus.

Work Environment

The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disability to perform the essential functions.

The noise level in the work environment usually very quiet.

Salary and Benefits

Salary Range: \$53,00-63,000

Benefits: 75% employer paid (individual or family) health insurance premium, 403(b) with 7% employer contribution, FSA, Paid Time Off, Life Insurance, Short-Term and Long-Term Disability, family-friendly workplace environment with hybrid possibility after completion of probationary training period.

Hiring Timeline

This job posting will remain open until the best candidate is found. Ideally interviews will occur in June.

To Apply

To apply please send cover letter and resume to Kate Bae, Executive Director, at kate@uwofsc.org.