



UNITED WAY

Indian River County

Position Title: Major Gifts Officer
Classification: Full-time / Exempt / Salaried
Reports To: Chief Executive Officer
Salary Range: \$70,000 - \$80,000

Position Summary: The Major Gifts Officer (MGO) will play a crucial role at United Way of Indian River County, planning and implementing a successful major giving and planned giving program to generate resources from the philanthropic community. The position objectives are to maximize giving growth through a concerted effort to establish and grow meaningful relationships with major donors (Leadership, Alexis de Tocqueville Societies, and Foundation legacy donors), to retain our current donor base, and to develop new donor relationships. The MGO will grow revenue through individual giving, expand and diversify the donor base/pipeline, and work closely with other team members to secure funding for current and emerging needs/initiatives. This outward-facing role requires the candidate to be a leader who has demonstrated the ability to build strong, mutually beneficial relationships.

Donor Relations Management:

In coordination with the CEO, cultivate and manage relationships with current and prospective donors:

- Support the annual campaign through the identification, cultivation, solicitation, and stewardship of major donors, ensuring we meet our annual campaign goal.
- Maintain a portfolio consisting of current major donors (\$10k and up), current leadership donors (\$1k and up) with the capacity to give at higher levels, and prospective major donors.
- Develop strategies in conjunction with the Resource Development staff and UWIRC Committees to solicit those in the portfolio for annual giving, funding for specific United Way initiatives (ANCHOR, Access to Justice, etc.), or legacy giving through the United Way Foundation of Indian River County (UWF).
- Evaluate funding needs and various giving methods to align donor interests with UWIRC's needs.
- Engage donors through personalized communications, developing a deep understanding of their philanthropic interests, and aligning them with UWIRC's mission and initiatives.

- Maintain accurate records in Raisers Edge (RE), including notes, actions, and proposals, and report on gift intentions and legacy commitments at Board meetings.
- Interact with donors and prospects through various means, including in-person meetings, phone calls, and Zoom meetings.
- Ensure each donor has a clear solicitation strategy and timeline, all recorded in RE.
- Work with other staff and board members, using them for stewardship activities as needed to maximize donor engagement.
- Coordinate with other Resource Development staff as needed for gift entry, acknowledgement letters, and other donor communications.
- Ensure proper donor recognition for major donors in all publications.
- Coordinate with key staff to develop all donor-facing materials, including solicitation letters, newsletters, brochures, and annual reports.
- Reach specific milestones set with the CEO based on donor interactions, new major donors, and donors stewarded to higher giving levels.

United Way Foundation Duties:

- Work with the UWF Fund Development Committee to strategize ways to bring in new legacy donors.
- Manage multi-year gift strategies and endowment development.
- Work with your portfolio to identify annual givers with the capacity to leave a legacy gift.
- Engage with estate planners, financial planners, and other professionals who work in estate planning to bring awareness to leaving UWF in estate plans.

Events

- Work with the Campaign Manager and CEO to plan and execute the annual Leadership and Alexis de Tocqueville Societies thank you event.
- Assist with securing the appropriate sponsor for the thank-you event that resonates with the intended audience.
- Work with board and committee members to plan and execute small gatherings for prospects and major donors.

Other assigned duties:

- Attend staff meetings.
- Attend Resource Development Team meetings.
- Attend monthly Board meetings.
- Staff Citizen Review panel.
- Assist with other UWIRC events as needed.
- Other duties as assigned by the CEO.

MINIMUM JOB REQUIREMENTS:

Education:

- Bachelor's degree preferred, or equivalent combination of training and experience.

Experience and Skills:

- Minimum 3 years of experience in an equivalent position.
- Prior United Way or other non-profit experience required.
- Ability to work independently under limited supervision within the established job description.
- Exceptional organizational, time management, and analytical skills.
- Must be willing to ask people for monetary donations to achieve United Way's annual fundraising goals.
- Must be comfortable with public speaking and donor cultivation.
- Ability to build strong relationships with volunteers and a diverse range of key stakeholders.
- Proven ability to manage and prioritize multiple tasks to meet deadlines.
- Ability to manage telephone and in-person communication with strong interpersonal skills.
- Professional demeanor with sound judgment and discretion in managing confidential donor and campaign information.
- Must possess strong presentation skills.
- Proficient in Microsoft Office products and able to learn other applications, including Raisers Edge software.
- Must have a valid driver's license and reliable transportation.
- Must have fundraising experience, including annual fundraising campaigns, fundraising events, donor relations/cultivation, and the ability to secure major gifts.

Personal Characteristics:

- A reliable and enthusiastic team player.
- Seeks creative and innovative solutions.
- Exhibits high personal standards of integrity, honesty, and character.
- Easily move between being an independent self-starter and collaborative team member.
- Presents a high degree of maturity, reliability, and self-confidence.
- Strong organizational and time management skills with exceptional attention to detail.
- Passion, humility, integrity, positive attitude, mission-driven, and self-directed.

Physical Requirements:

With or without reasonable accommodation, employees in this position must be able to sit and type at a computer terminal for up to 8 hours per day with appropriate breaks and perform tasks that require fine dexterity and repetitive motions using the arms, hands, wrists and fingers. Some functions require standing and sitting for extended periods. Lifting may be necessary at times.

Must be able to stoop, bend and lift on a frequent basis. Further details of established essential functions for this position will be addressed/discussed during the interview process.

This job description is subject to change at any time.

United Way of Indian River County is an Equal Opportunity Employer. All qualified applicants are encouraged to apply and will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other legally protected characteristic or status.

To apply: Please send a cover letter and resume to
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