

Position: DONOR ENGAGEMENT MANAGER
Department: MARKETING AND DEVELOPMENT
Reports to: Senior Director, Donor Engagement
Date Prepared: July 2018

ORGANIZATION SUMMARY

United Way of Salt Lake's (UWSL) mission is to build powerful partnerships that achieve lasting social change. We implement data-driven, equitable practices to eliminate barriers to success, and create opportunities and solutions that assist people to achieve their goals, dreams, and human potential. Our workplace is fast-paced, progressive, innovative, friendly, and adaptive; our core values are: Relationships, Results, Innovation, and Continuous Improvement. At UWSL we believe in celebrating success, learning from failure, and setting ambitious goals. We offer competitive compensation including a comprehensive benefit package, generous paid time off, and flexible schedules - all contributing to our unique company culture.

POSITION SUMMARY

The Donor Engagement Manager (DEM) manages UWSL's Young Leaders donor network - 275+ donors under age 40 who give \$1,000 annually. The DEM develops, implements, and refines strategic plans and related goals for increased growth and retention of network members. Researches and implements strategies to identify, cultivate, and steward donors and broaden the base of support. Collaborates with Corporate Engagement Team to identify prospects through corporate partnerships. Will maintain accurate donor records and revenue projections, and solicit individual annual donors and prospects for donations.

ESSENTIAL FUNCTIONS

1. Lead, develop, and implement resource development strategies to build successful pipelines to increase Young Leader network membership and retention, revenue, and volunteer engagement.
2. Establish and track related monetary and participation goal and activities, report on progress. Develop strategies to increase annual giving among current and prospective donors and establishes measurable goals and activities. Researches best practices and works to excel in innovation.
3. Creates and maintains top prospect lists by identifying, researching, and qualifying potential donors both within the workplace and otherwise. Develops new and improved strategies with resource development team members to continually find additional prospects - engaging a younger demographic in our collective impact work.
4. Cultivates and stewards relationships with new prospects and existing donors through personal contact, including: phone calls, email, written correspondence, and visits. Sets appointments and meets with prospects and current members. Develops strategy to involve appropriate senior management and board members, as needed, to cultivate and secure individual investments and other corporate/foundation support.
5. Develops, manages and oversees all activity related to donor networks, including Young Leaders Steering Council and other relevant committees. Supports related donor network events with external and internal stakeholders. Coach volunteers in fundraising efforts and donor network goals.

6. Solicit and secure current and prospective annual contributions. Secure sponsorships for related events and projects.
7. Maintains accurate records in CRM software. Tracks and reports revenue and expenses. Keeps Senior Director, Donor Engagement and resource development team engaged and informed. Ensures existing policies are kept up-to-date and develops new policies as needed.
8. Acknowledges donors using a variety of communications methods. Writes and prepares content for online communications (social media updates and online engagement) for donor networks. Maintains appropriate communication with external and internal constituents.
9. Collaborates with others to achieve the optimal use of organizational resources; maintains good working relationships with colleagues.
10. Supports all resource development efforts. Perform other duties as assigned.

REQUIRED COMPETENCIES

- Demonstrated ability to establish, cultivate and steward strong relationships with new business prospects and donors to build and maintain lifelong partnerships and trust with UWSL.
- Ability to develop and execute fundraising strategies and plans that integrate into the organization's mission, priorities and goals.
- Uses compelling arguments to gain the support and commitment of others.
- Resolves conflicts and differences through dialog and open communication - rebounds from setbacks and adversity when facing difficult situations.
- Consistently achieves results, even under tough circumstances. Develops a challenging vision of the future and strives to create it through winning new business.

QUALIFICATIONS

- Bachelor's degree in related field
- 1-3 years of fundraising, nonprofit, or project management experience
- Proven experience managing and executing fundraising strategies and efforts
- Proficient with Google and Microsoft Suites and CRM systems (Salesforce preferred)

PHYSICAL REQUIREMENTS

The employee is regularly required to communicate clearly, in oral and written formats, with others in person, over the phone, and via other devices. The employee must be able to transcribe, read extensively, prepare and analyze data and figures, operate a computer and other standard office machinery. The employee is required to regularly travel to offsite locations to set-up presentations and displays physical and electronic forms. The employee must have the ability to lift, carry, push and/or pull objects weighing up to 30lbs.

BENEFITS

This is a full-time, exempt position with benefits. Salary to commensurate with experience.

APPLY

Please visit UWSL's [Employment Opportunities](#). A complete application will include a resume and cover letter. You may contact jobs@uw.org if you have any questions regarding employment opportunities.

NOTE: The statements in this position description are intended to describe the general nature and level of work being performed but are not to be seen as a complete list of responsibilities, duties, and skills required of the person employed. Also, the statements do not establish a contract for employment and are subject to change at the discretion of the employer.