TITLE: Donor Relations Associate

DEPARTMENT: Resource Development

REPORTS TO: Vice President of Resource Development

STARTING WAGE: $22/hour

EMPLOYMENT STATUS: Part-Time

FLSA STATUS: Hourly

WHO WE ARE & WHAT WE DO:

United Way of Olmsted County (UWOC) is a community change organization that fights for the education, health, and financial stability of every person in our community. United Way fights to erase divisions, bridge divides, and right inequities. We connect people with resources that change lives and transform our community. You can learn more about our organization, our impact, and our values at www.uwolmsted.org.

HOW YOU’D FIT IN & STAND OUT:

• This role is managed by the Vice President of Resource Development and sits on United Way’s Resource Development team, which is a team of four.
• Our team has a strengths-based culture and finds value in diverse skills and strengths.
• Our team is a group of dedicated and persistent relationship builders, who help inspire others to share their time, talents, and treasures to advance the mission of UWOC to achieve community-level change. We serve as representatives of the mission and clarifying questions to better understand how we can ensure resources are secured to fund the mission.
• We are looking for someone to take on the role of our Donor Relations Associate. This role will require a high degree of relationship building both individual, and in a group setting, in a variety of places in our community as well as an exceptional organizational ability.
• This role also provides support for the Resource Development Operations Specialist in maintaining our donor database as well as monitoring it for strategic opportunities. This support will need an ability to work as part of a team as well as a keen eye for detail.
• In other nonprofit organizations this role may have a title like “Fundraiser.”

PRIMARY RESPONSIBILITIES & EXPECTATIONS

The Donor Relations Associate supports the Resource Development Team in implementing individual donor relations strategies to increase retention and increase dollars raised annually. The United Way raises approximately $3.25 million of funding through year-round fundraising efforts. Understanding the motivation, goals and needs of our donors, the Donor Relations Associate helps to reach our fundraising goals each year.

The Donor Relations Associate will be developing and executing strategies that provide a best-in-class donor experience utilizing the model presented by the Association of Fundraising Professionals (AFP). This includes assisting the Resource Development Team in identification of prospective (potential -not giving currently) donors; screening those identified through research using an asset/wealth screen tool as well as engaging others to find out more about the individual and/or family; growing the relationship with those identified and inviting them to make a financial contribution when the time is right. Assisting the Resource Development Team in prompt follow-up and stewardship of the gift is required. Stewardship includes thanking both verbally over the phone, proper and timely personalized written acknowledgement of the gift and in some cases, showing gratitude in person. This is done to celebrate the gift given and to increase the likelihood of the donor to give again and increase giving over time.

Relationships and Engagement:
• Invite individual donors to volunteer and participate in learning opportunities to deepen their connection and affinity to the mission of UWOC.
• Collaborate with Marketing and Engagement team to inform activities to increase engagement of individual donors Leaders in Giving, Women United, Tocqueville Society, and Hope Legacy Society.
• Develop and execute strategies utilizing our Peer-to-Peer campaigns through MobileCause.
• Assist Resource Development Team members in securing meetings in-person (or via zoom or other platform with individual donors if face-to-face interaction is not safe or welcome) and conversations to inform and adjust the donor experience to match the specific preferences and interests of the individual or family.

Documentation and Evaluation:

• Create donor profile records using our CRM (Contact Relationship Management) donor database, analyze, and determine strategic course of action to retain and cultivate top supporters with guidance from the VP of Resource Development.
• Utilize the CRM (Contact Relationship Management) donor database to craft messages and send updates to donors on behalf of the Resource Development Team members, with the intention of setting up follow-up conversations with the donor to cultivate next gift.

Database Management:

• Analyze fundraising campaign results and develop strategies for continuous improvement.
• Update database with pertinent donor information, relationships, and communications notes, utilizing Moves Management.
• Utilize our wealth screening database for strategy development and integration with our CRM database.
• Other tasks in concert with the Resource Development Team.

Specific work experience in each of these areas is not required, we welcome the opportunity of growth. We expect our new Donor Relations Associate will have done some but not all of these types of tasks in the past. We will provide support for on-the-job learning if you possess the core competencies described below:

**THIS JOB IS FOR YOU IF YOU:**

• Are a great storyteller and are passionate about helping people thrive in our community.
• Feel comfortable presenting information to various audiences and have experience in training others.
• Are committed to excellence and to providing exemplary customer service.
• Possess outstanding interpersonal, team and customer service skills.
• Are flexible; can change focus and priorities easily; able to prioritize and multi-task in a fast-paced environment.
• Have an ability to work independently with little or no supervision.
• Have an exceptional ability to follow-through.
• Are proactive, able to anticipate problems and plan solutions.
• Possess strong organization and planning skills.
• Are comfortable working on a PC and using Office 365, Microsoft Teams, Zoom, Microsoft Forms, Online Email Marketing Platforms (like MailChimp or Constant Contact) as well as learning new software.
• Possess the following core competencies:

**Mission Focused** – The United Way Pro’s top priority is to create social change that leads to better lives and healthier communities. This drives their performance and professional motivation.

**Effective Fundraising** – The RD Pro is **donor-focused** and results-drive, with a relentless focus on gaining financial resources to support United Way’s mission and community impact strategic objectives.
**Strategic Relationship Management** - The RD Pro develops and maintains strategic relationships that generate the financial resources necessary to support United Way’s mission. Builds trust and donor commitment to United Way.

**Entrepreneurial and Innovative** - The RD Pro creatively seeks new opportunities to generate revenue and other resources that add greater value to the organization and the community including the ability to understand and contribute to the product development process, able to assess donor’s intent and accurately convey those to cross-functional team.

**Business Development and Sales** – The RD Pro plans, implements and evaluates business development and sales efforts. Uses multiple methods and various resources of information to identify and approach prospective donors, maintain positive relationships with existing donors, and bring organizational resources to bear on achieving donor and impact goals.

**Brand-Steward** – The United Way Pro is a steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

**HOURS:**

- We anticipate this position to be 25-30 hours per week.
- Located in Olmsted County – We are looking to hire a resident or someone willing to live within daily commuting distance, as we are rooted in our local community. Some in-person meetings and activities are required as safety permits.
- Typical office hours are Monday-Friday from 8:30am-5:00pm, so this individual would need to work within these hours, unless a reasonable flexible work arrangement can be maintained.
- We offer flexible work schedules to meet individual and family needs, and we need you to be available during peak times to meet with internal and external stakeholders. We are willing to work together to make sure both employee and organizational needs are met.
- This position can take advantage of a hybrid work environment, to be agreed upon with supervisor.
- Occasional availability outside of typical office hours is expected for special events, as individual circumstances allow.
- This position has the opportunity to grow into a full-time position and provides an opportunity for growth within the workplace.

**OUR WORKPLACE:**

United Way of Olmsted County is an equal opportunity employer. Individuals who share lived experiences with the people and communities we serve are strongly encouraged to apply. We intentionally do our best to eliminate bias and remove barriers for applicants. UWOC encourages applications from individuals of all races, genders, ages, and abilities.

**COMPENSATION AND BENEFITS:**

Starting wage is $22/hour, depending on qualifications.

Employees are paid electronically twice a month.

**TO APPLY:**

To apply, please email Zeni Aly (zenia@uwolmsted.org). If you have specific questions as to the role, please contact Jennifer Teske (jennifert@uwolmsted.org). In the email we ask for:

1. **2-3 paragraphs in the email** (not attached, write in the body of the email) telling us why you are interested in this position and how you believe you meet the qualifications.
   - By paragraph we mean a set of 3-7 sentences, meaning your email should be approximately 6-21 sentences long.
   - You will not receive more or less consideration because of a shorter or longer email.
• DO NOT send us a traditional cover letter. In this process we are seeking someone who pays attention to detail and follows directions. If you send a cover letter, this will be considered not following directions.

2. **A summary of your work/skills/training/educational history** as an attachment OR a link to your LinkedIn profile
   - We do not have a preference on which one.
   - You will not receive special consideration for sending both.
   - Our aim is to understand where you have worked/volunteered before and the types of roles you have had. Maybe you have done fundraising work in the past. Maybe you were a United Way Workplace Champion in your previous job. Maybe you have a lot of experience organizing people and developing relationships—we are open and interested in learning from folks across the spectrum of experience and industry.

Qualified applicants will receive a reply within five business days to schedule a conversation. We will keep the position open until it is filled. Start date is flexible—ideally someone will begin part-time by 9/15/22.