

Employment Opportunity

Resource Development Director

Lewis County, WA

Position Description:

United Way of Lewis County (UWLC) is searching for a thoughtful, steadfast individual who will work towards the **BOLD GOAL** of **lifting 30% of families out poverty in Lewis County by 2030**.

The Resource Development Director provides oversight and leadership for the annual fundraising campaign, grant opportunities and special event fundraisers. She/He cultivates relationships with stakeholders, organizing and managing workplace campaigns to encourage increased participation and giving within all accounts. They provide leadership in the nonprofit sector and represent United Way with external partners. Identify partnerships and strategic alliances that add value and leverage resources available to support the UWLC's efforts. She/He often is seen as the face of our organization and as such, must exercise a high level of professionalism, while still being relatable, along with a high degree of initiative, follow through, confidentiality, discretion, and attention to detail. The ideal candidate will work independently in a fast-paced environment with changing priorities, drawing from experience to perform oversight of our reasonably fast paced office environment. Yep, it's a lot to juggle, but at least we're a fun circus!

Our Mission:

Connecting people and resources to improve the quality of life in Lewis County.

Our Vision:

A community with a strong social services network, where individuals can develop their potential for self-sufficiency and personal well-being.

Who We Serve:

Lewis County Washington has a population of just over 80,000 people and covers over 2,400 square miles from White Pass in the east to Pe Ell in the west, and Chehalis, the county seat, is where the United Way office is located. The other major city in the area is Centralia, located just 3 miles to the north.

Our Strategic Plan:

To help support our **BOLD GOAL**, United Way of Lewis County's new "**Cradle to Career and Beyond**" strategic direction supports programming in early childhood education, K-12 success, college and career readiness, and continuing education.

Our goal is to help create a culture of inclusive educational opportunities to foster lifelong learning in Lewis County.



Attributes:

Non-Profit Heart: Genuinely and thoughtfully wants to create purposeful social change that leads to better lives and healthier communities. Passionately communicates “the story” of the UWLC’s work to engage and energize donors, volunteers, advocates, and all other constituents in the community.

Equity Focused: Is aware of different demographic and cultural groups; Realizes that cultural differences and similarities exist, without judging or assigning values to those cultural differences; Displays cultural knowledge and sensitivities and applies that knowledge to fundraising efforts; Builds relationships across different demographic groups in the community.

Communicates Skillfully: Writes and speaks clearly and concisely; Uses multiple platforms to reach diverse audiences; Is an effective public speaker and presenter.

Initiative: Recognizes and capitalizes on emerging opportunities; Recommends new ways of doing business; Meets donor needs in new ways; Stays current and anticipates market trends and technology that improve knowledge, communications, and interactions.

Creates Meaningful Relationships: Understands United Way and donor objectives and where they intersect; Identifies tangible outcomes that benefit both parties; Identifies strategies and opportunities to build trust; Engages with donors year-round, not just during campaign season, to nurture and enhance relationships. Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.

Takes Calculated Risks: Recognizes and acts on opportunities; Establishes criteria for taking risk; Challenges status quo when appropriate; Knows when to cut losses and change course.

Manages Strategic Volunteer Engagement / Committees: Recruits and staffs volunteer committees for events and initiatives and ensures committee volunteers are trained and engaged in the work. Identifies volunteer opportunities in existing and new community impact work; Continuously advocates for volunteer engagement with internal and external stakeholders.

Ambition: Sets ambitious yet realistic goals; Persists when facing obstacles and comes back with a new approach and strategy to succeed; Conveys energy and passion about United Way’s strategic work and mission; Is self-directed; Holds oneself accountable

Focused on Continuous Improvement: Stays current in the technical aspects of their field and attempts to apply latest information on trends and best practices to continuously improve the work; Encourages and supports new ideas and new ways of doing things.

Job Responsibilities:

Campaign Management:

- Create and implement equitable strategies for advancement to increase the pipeline of new donors and retain current donors.
- Establish and maintain year-round relationships with traditional community partners, while nurturing new sources that yield an increase in annual fundraising.

- Inspire and educate key audiences about important community issues and United Way's work to advance issues and the outcomes of their investment.
- Use best practices to obtain prospective donors; Uses donor interests, needs, and values to engage donors so they have a strong desire to support United Way.
- Identify, cultivate, and solicit major gift prospects; moving prospective major donors along the donor pipeline ready to receive an appropriate invitation to invest in the mission of United Way of Lewis County, based upon donor intent and interest.
- Identify planned giving/endowment prospects; analyze and predict donor propensity, capacity, and likelihood to make a planned gift.
- Organize the campaign structure and volunteers as needed to respond to changes in the workplace in employment and campaign potential.
- Research, develop and maintain all aspects of relationship/contact management for key donors, including database management, recognition materials, oral and written communications.
- Lead the development and organization of campaign materials. This may include training documents, pledge forms, swag gifts, flyers and other items deemed necessary to run an effective campaign.
- Track revenue generation, retention, visits, and key business activity throughout the year; provide regular business interaction status; update revenue projections to target and conduct the appropriate account analysis to build and refine fundraising and company engagement goals.
- Execute and manage a wide variety of projects that involve digital campaigns, customer communications, media advertisements, and other marketing requests from internal stakeholders.

Event Fundraising:

- Experience in event production across the fundraising spectrum, including prospect identification, sponsorship proposal creation and donor stewardship.
- Create and manage the timeline, program and task list for all United Way fundraising events.
- Work collaboratively with volunteers and community to create and hold strategic, data-driven, branded, mission-focused events that support United Way's mission.
- Manage all aspects of event budgets to include venue, marketing, advertising and other costs associated with event activities.
- Handle details for events, from planning to executing, and to event close-out; conduct pre- and post-event evaluations.
- Manage all logistics for events including workback, run of show, site selection, food and beverage vendors, technical production, event collateral and printing, shipping and receiving, etc.
- Engage and collaborate with key staff, board members, key stakeholders, and other staff in donor prospecting, solicitations, outreach, cultivation, recognition, and stewardship.
- Serve as point of contact for community third-party fundraising events.

Commitment to Equity, Diversity, and Inclusion:

United Way of Lewis County strives to be a model of equity, diversity and inclusion, with our Board of Directors, staff and volunteers reflecting the many faces, cultures and walks of life that make up the Lewis County community. We respect, value, and celebrate the unique attributes, characteristics and perspectives that make each person who they are. We also believe that bringing diverse individuals together allows us to collectively and more effectively address the issues that face our communities. It is our aim, therefore, that our partners, strategies, and investments reflect these core values. United Way of Lewis County is an Equal Opportunity employer.

Additional Details:

Compensation and Benefits:

The salary range for this position is \$48k-\$54k annually (depending on experience) with potential performance bonuses. United Way of Lewis County provides employees an excellent health benefits package (medical, dental, vision and EAP) from which they can select options that best serve their needs. United Way also provides matching contributions to a 403(b)-retirement savings plan. Our office observes all major holidays and provides a generous PTO program.

Eligibility Verification:

If you are hired, you will need proof of identity, and documentation of U.S. citizenship or legal authorization to work.

Background Check:

All offers of employment with the United Way of Lewis County are contingent upon clear results of a thorough background check. Background checks will be conducted on all final candidates and on all employees who are promoted, as deemed necessary.

Background checks will include:

- **Social Security Verification:** validates the applicant's Social Security number, date of birth and former addresses.
- **Prior Employment Verification:** confirms applicant's employment with the listed companies, including dates of employment, position held and additional information available pertaining to performance rating, reason for departure and eligibility for rehire. This verification will be run on the past two employers or the previous five years, whichever comes first.
- **Personal and Professional References:** calls will be placed to individuals listed as references by the applicant.
- **Educational Verification:** confirms the applicant's claimed educational institution, including the years attended and the degree/diploma received.
- **Criminal History:** includes review of criminal convictions and probation. The following factors will be considered for applicants with a criminal history:

- The nature of the crime and its relationship to the position.
- The time since the conviction.
- The number (if more than one) of convictions.
- Whether hiring, transferring, or promoting the applicant would pose an unreasonable risk to the business, its employees or its customers and vendors.

Application:

To apply:

1. Upload a resume, cover letter and other supporting documents to match our profile attributes and email the documents to: jobs@lewiscountyuw.com.
2. First review of applicants will take place on **5/9/22**
3. Please answer the following and submit with your application materials:
 - a. Why do you want to work for United Way of Lewis County?
 - b. Give examples on how you have been able to build relationships across different demographic/cultural groups in the community.