

United Way of Central Carolinas (UWCC) is committed to having a workforce that reflects our entire community. UWCC opposes racism and oppression in all its forms and believes the nonprofit work environment is enhanced when diverse groups of people with ideas come together to achieve common goals. UWCC understands that diverse representation and perspectives are vital to our success.

The Major Gifts Officer is a leadership giving fundraising position based on the Major Gifts team. This role is a key player in United Way's growth plan within individual giving. The primary function is to develop and solicit a pipeline and portfolio of prospects and donors whose gift capacity is typically between \$10,000 and \$25,000. A portfolio will be assigned with an eye toward positioning them for major and planned giving. A strong orientation to collaboration is required along with an enthusiasm for building and maintaining relationships. Candidates must be able to demonstrate a commitment to promoting a diverse, inclusive, and team-oriented work environment.

Accountability and Responsibilities:

- Identification, qualification, cultivation, and solicitation of 100-125 prospects to create and grow a pipeline of major gift (\$10,000-\$25,000) donors
- Track portfolio activity and progress in the donor database and create reports of portfolio activity and performance
- Work to be successful with fundraising visits, solicitations and dollar goals which are evaluated and determined annually
- Successfully secure a high number of quality engagement interactions with prospects through personal visits; this includes engagement on several platforms including but not limited to virtual visits and in-person travel throughout the Charlotte region
- Work in collaboration with the Director of Major Gifts, Chief Development Officer and workplace giving partner to meet or exceed fundraising goals
- Create and develop awareness about United Way's place and race-based work with current prospective donors
- Through effective identification and qualification, build a pipeline of qualified prospects

Equity & Inclusion

- Constantly learning & actively participating in programs, trainings, and discussions regarding racial inequities, exclusions, oppressions
- Appreciation of and willingness to work with and advocate for people from diverse racial, ethnic, and socioeconomic backgrounds
- Consistently seeks to learn and understand the specific experiences of historically marginalized racial groups in the U.S., particularly Black, Indigenous, and Latinx groups

Minimum Qualifications:

- The COVID-19 vaccination is required as a condition of employment.
- Bachelor's degree or equivalent training and work experience.

- Minimum 5-7 years of professional fundraising or sales experience in higher education, healthcare or a nonprofit setting
- Demonstrated success in planning, executing and closing personal solicitations
- A strong command of fundraising principles and a familiarity with the objectives of annual and unrestricted-gift fundraising
- Familiarity with technology, software, and digital tools to communicate and engage with others and experience with fundraising databases
- Demonstrated knowledge of the principles, ethics and practices of successful fundraising
- Strong communication skills (written and oral)
- Strong data-analysis skills
- An outgoing and positive personality, strong interpersonal skills and a collaborative working style
- Organized and detail-oriented with proven ability to prioritize and manage multiple tasks in a fast-paced and goal-oriented environment
- A self-starter who can work effectively as a team member and independently
- Demonstrated ability to execute objectives and goals aligned to the mission of a complex, responsive organization and the ability to persuasively represent its goals to multiple constituents
- Demonstrated experience working in and fostering a diverse environment or commitment to do so as a nonprofit professional at United Way

Preferred Qualifications:

- Master's degree from an accredited institution or work experience within fundraising that equates to an advanced degree, CFRE a plus
- Experience in frontline fundraising in higher education, healthcare or nonprofit setting
- Proven ability to motivate, engage, solicit and steward a range of prospects
- Ability to draw correlations between engagement and giving levels then make appropriate solicitation.
- Experience expanding donor and prospect base

Workplace values

- Take action and go! Be **bold** and not afraid of a little competition or thinking outside the box even when opportunities seem unimaginable. Create a new path one-step at a time, you got this!
- A **catalyst** is a substance that ignites change in its environment. We strive to work within various ecosystems - corporate, nonprofit, philanthropic, government, etc. - to make the connections and spark the actions that will positively impact the lives of underserved members of our community today and for generations to come
- Sometimes things just need a shake-up. Whether internally or out in the community, we aren't afraid to be **disruptive**. Understanding that we may leave a few feathers ruffled along the way, if it is the right thing to do and benefits our community, we will take the chance!

- Inaction is the enemy of **innovation**. We are a perpetual work in progress, striving to be better, constantly learning and taking risk to be the best we can be. Learning from our mistakes and paving the way for continual betterment
- **Teamwork** makes the dream work. Bottom line, we need each other. Working together makes us all better individually and makes us awesome as a group. Welcome tough conversations, don't make assumptions, and rely on others. Together we are stronger! Understanding what others' strengths and weaknesses may be and using that knowledge to guide, support, and model our work makes for a successful and high performing team
- Recognizing and appreciating our differences only make us better. We all share in the responsibility to create a positive culture and to safeguard **equity, inclusion, dignity, and respect** for all. Each member of our team will be a role model for others

No calls, emails, or visits please. For immediate consideration, please formally apply online and provide a resume and cover letter. <https://uwcentralcarolinas.isolvedhire.com/jobs/636474.html>

The above statements are intended to describe the general nature and level of work being performed by people assigned this job classification. They are not to be constructed as an all-inclusive list of all duties, skills, and responsibilities of people so assigned. United Way of Central Carolinas will engage in an interactive process with employees requesting medical or religious accommodations.

The Agency's policy is to provide equal opportunity in all terms, conditions, and privileges of employment for all qualified applicants and employees without regard to race, color, creed, religion, national origin, sex, age, marital status, disability or veteran status.