

# United Way of Greenville County

## Director of Individual Giving

**Reports to:** Vice President of Individual and Foundation Giving

**FLSA Status:** Exempt

**Date Revised:** January, 2022

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### WHO WE ARE

Greenville County continues to draw national attention as a popular destination for visitors and a magnet for new development. Too many people do not share in the success we enjoy as a larger community—they have been left out or left behind. Right now, nearly 60,000 people are experiencing poverty in our county. As the largest poverty-fighting organization in South Carolina, United Way of Greenville County's unique ability to take on challenges like affordable housing, education, job training, transportation and other complex community issues—all at the same time—is unmatched.

### WHAT WE DO

We mobilize individuals and convene partner agencies, corporations, and community leaders to make broad, systemic change like no other organization can.

United Way values the abilities and perspectives that make each person who they are: empowering our employees to reach higher, think differently, act innovatively, and work collaboratively. People who work here provide the energy, expertise, and creativity that is critical to creating the lasting change our community needs—and the opportunities to succeed that everyone deserves.

As a funder, partner and convener, United Way of Greenville County works with the entire community to build resources, focus investments, and foster partnerships that create lasting solutions to big community problems.

### Mission and Vision

#### Mission:

We mobilize people and resources to improve lives, strengthen the community and advance equity for the benefit of all.

#### Vision:

A Greenville County where all people have access to the opportunities to achieve their full potential.

#### Position Description:

The Director of Individual Giving is responsible for discovering, cultivating and expanding significant donor relationships and stewarding major gifts across UWGC's portfolio. This position develops and executes intentional relationship and moves-management strategies toward the achievement of growth, retention, participation and revenue goals for the organization.

### Major Responsibilities

### **Portfolio Management (80%)**

- Manage a dynamic portfolio consisting of 150-200 mid-level donors (\$2500-\$9999) and major level prospects who have the capacity to make five and six figure gifts to UWGC.
- Qualify major donor prospects who have capacity and inclination to give to UWGC.
- Thoughtfully cultivate major donor prospects. Understand prospects' philanthropic interests. Work with the prospect to find UWGC opportunities that align with prospects' philanthropic goals.
- Solicit major gift prospects for five and six figure annual and planned gifts to UWGC.
- Steward major gift donors. Develop stewardship strategies that continue the major gift relationship for future gift opportunities.
- Achieve ambitious annual metric goals set in partnership with VP of philanthropy pertaining to:
  - Visits/touchpoints with future or existing leadership donors
  - Solicitations for mid and major level gifts and planned gifts
  - Dollars closed in major gifts
- Ensure meaningful, strategic, year-round relationship engagement with donors and prospects in the assigned portfolio. Collaborate across the organization to develop unique giving strategies for prospect relationships.
- Identify the philanthropic goals, motivations, and objectives of each prospect, establishing oneself as a primary resource and contact in their relationship with United Way. Ensure a comprehensive understanding of the background of each individual and prospect with a personalized and differentiated approach to each donor.
- Increased collaboration and coordination with the Workplace Giving team to identify and engage major gift prospects and donors within assigned portfolios.
- Engage key volunteer leaders in the cultivation strategies within assigned portfolio as needed.
- Ensure the Customer Relationship Management (CRM) database for assigned individuals and prospects is accurate, and utilize data to identify trends, risks, and opportunities.

### **Donor Engagement Events (10%)**

- Provide insight into of special event strategy, and participate in key events with donors, prospects, and agencies supported as needed.
- Volunteer and assist with major organization events.
- Leverage events to cultivate and steward donors.

### **Annual Giving (10%)**

- Assist with Nonworkplace Annual Giving Strategy.

- Assist with End-of-year Nonworkplace gift renewals.

**Soft Skill Requirements:**

- Must be personally committed to advancing UWGC's values, mission, goals and strategies.
- Self-motivated, reliable, innovative, and energetic with the ability to successfully manage and prioritize multiple activities and responsibilities.
- Must possess excellent communication skills. Shares information readily and concisely, and actively listens to differing perspectives and ideas.
- Must be a team player who inspires collaboration and functions decisively.
- Must have a strong entrepreneurial spirit who enjoys meeting new people, deepening relationships and undertaking new initiatives.

**Required Experience:**

- Bachelor's degree and three or more years of fundraising and/or business development experience.
- Advanced knowledge of major gift programs and ability to work a prospect portfolio through move management techniques.
- Thorough working knowledge of relationship-based fundraising procedures and philosophies.
- Proven ability to excel at establishing new and maintaining relationships.
- Advanced computer skills, including experience with Microsoft office products (specifically Outlook, Word, Excel, PowerPoint).
- Excellent negotiation, analytical, organizational, time management, and interpersonal skills.
- Outstanding written and verbal communication skills required, including public speaking and presentation skills.
- Excellent listening skills, with the proven ability to solicit information from others.
- Proven project management skills, including the ability to balance multiple projects in varying degrees of implementation.
- Proven ability to create, grow and retain strong customer relationships.
- Proven ability to build strong collaborative relationships across organizations and work cooperatively and flexibly as part of a team.
- Comfortable working with specific and measurable performance expectations.
- Ability to work independently with minimum supervision, take initiative and utilize innovative techniques.
- Regular and sustained attendance.

- Assists with other duties as assigned.

Mental & Physical Demands- ADA Guidelines				
Physical Demands				
Stand	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Walk	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Sit	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Handling / Fingering	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Reach Outward	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Reach Above Shoulder	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Climb	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Crawl	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Squat or Kneel	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Bend	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Lifting Requirements				
10 pounds or less	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
11 to 20 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
21 to 50 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
51 to 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
> than 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Pushing and Pulling Requirements				
12 pounds or less	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
13 to 25 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
26 to 40 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
41 to 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
> than 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Definitions				
<b>N/A</b>	<b>Not Applicable</b>	Activity is not applicable to this occupation		
<b>O</b>	<b>Occasionally</b>	Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)		
<b>F</b>	<b>Frequently</b>	Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)		
<b>C</b>	<b>Constantly</b>	Occupation requires this activity more than 66% of the time (5.5+ hrs/day)		

## HOW TO APPLY

Submit your resume and cover letter directly to [talent@unitedwaygc.org](mailto:talent@unitedwaygc.org) with **Director of Individual Giving** in the subject line. Qualified candidates that bring a diversity of thought, experience and background are encouraged to apply.

*United Way of Greenville County offers competitive compensation based on prior experience and qualifications as well as comprehensive benefits in order to best support our people. Benefits we offer include: health, dental and vision insurance where United Way of Greenville County pays generously towards the cost of these benefits for eligible employees and their families.*

*United Way of Greenville is an equal opportunity employer and value diversity. All employment is decided on the basis of qualifications, merit and business need.*