



Position Description

Job Title: Vice President, Donor Relations
Department: Resource Development
Reports to: Chief Advancement Officer
Location: Tampa, FL w/ regional responsibilities
Date: April 2021

Summary: The Vice President (VP), Donor Relations will develop, socialize and execute strategies to build a robust pipeline of individual donors and prospects. Overseeing the Donor Relations team, the VP, Donor Relations will also carry a personal portfolio of approximately 20-25 key donors and prospects capable of making high-level major and principal gifts. She/He will ensure that a continuum of relationship-building strategies is donor-centered and is highly collaborative within the entire Resource Development Team, other key United Way Suncoast staff and key volunteers.

Working closely with the Senior Team and other key staff members the VP, Donor Relations must cultivate mutually beneficial relationships to achieve significant short and long-term fund-raising goals and must provide direction, training and support to staff.

Essential Functions and Responsibilities Include the Following:

(Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

- Develops annual and multi-year plans, with leading -industry evaluation tools to grow private support activity.
- Ensure a seamless and exceptional donor experience. With a focus on process, create meaningful donor journeys through the establishment of a 'moves management' system and ongoing stewardship with tailored narratives and bespoke approaches.
- Develop a strong DEI strategy to cultivate and develop a diverse donor base.
- Compile, synthesize, organize and analyze data to determine trends, forecasts and strategy.
- Lead, manage and measure the professional development and productivity of the Donor Relations Team, ensuring that a blended giving approach is used by all team members for maximum donation potential over the longest period of time.
- Achieve substantial revenue growth for the organization, using sound fund-raising methods to establish and meet interim and long-range financial goals.
- Provide effective fund development leadership by maintaining an active personal portfolio of prospects and donors for solicitation of planned and major/mega gifts.
- Establish a portfolio of existing and future projects in need of funding and prioritize for the major gifts team helping to build the cases for support, prospect alignment and gift materials.
- Participate in the development of long- and short-term strategic plans to provide vision and direction for all aspects of fund raising and planned giving programs, including continuous research, identification, qualification, coordination, cultivation, solicitation and stewardship of donor prospects and the utilization of identified donor tracking systems. (CRM).
- Partner with senior leadership, board members and key volunteers to identify new prospects and implement customized giving plans that match donor interests and needs. Ensure that all prospect and supporter data is maintained in or migrated to the CRM system.

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- Serve as a highly visible, knowledgeable representative of United Way Suncoast's mission and in that role will establish and maintain strong social and professional relationships with community leaders.
- Identify and recruit influential community leaders to participate in fund development volunteer roles. Create fundraising teams/committees and councils as needed.
- Serves as subject matter expert, trainer and advisor regarding planned giving practices and requirements for colleagues, volunteers and staff.
- Work with CSOO and VP Finance to oversee estate settlements, probate and fiduciary matters pertaining to assets and gifts.
- Ensure CAO is updated regularly on key metrics.

Education and/or Experience: An undergraduate degree in business, finance or a relevant discipline from a four-year accredited institution of higher learning. Advanced degree and Certified Fund Raising Executive (CFRE) certification and/or commensurate experience preferred. Previous experience in a not-for-profit fund-raising program or consulting firm with a proven track record of developing substantial major and planned gifts and grants. Familiarity with all aspects of fund development including major and planned gifts, capital campaigns, annual giving, grants and large special events. Skills and experience in developing endowments, estate gifts, complex gifts, real estate and trusts. Experience in training staff in matters relating to planned giving techniques in order to expand their ability to identify and assist in closing major estate gifts. Experience in cultivating donors through specialized affinity groups. Experience in private, public and government grants writing. Governance and management experience in working with not-for-profit boards of directors and leadership committees.

Supervisory Responsibilities: Directly supervise the Donor Relations Team. Perform supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees, planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Interpersonal Skills: Excellent active listening, persuasion, negotiation, presentation, consultative selling and public speaking skills required. Strong complex problem solving, coordination, critical thinking, interpersonal and judgment skills required. Business writing and supervisory skills required. Must have demonstrated a high level of experience and success in building productive professional/working relationships with diverse individuals and groups.

Language Skills: Ability to read, analyze and interpret business periodicals, news articles and professional publications. Ability to write reports and business correspondence. Ability to present information to and respond to questions from groups of diverse organizational employees, managers, and senior level high profile decision makers.

Computer and Analytic Skills: Requires advanced knowledge of MS office software and data base programs. Strong analytic and strategic planning skills required. Consistent and accurate use of CRM and/or other similar tools. Comfortable with compiling, synthesizing, organizing and analyzing data to determine trends, forecasts and strategy.

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Diversity, Equity, and Inclusion:

- Behaviors reflect a belief that individuals from diverse backgrounds lead to a more successful organization.
- Educates oneself about DEI issues within the organization and community.
- Demonstrates a willingness to become aware of and address one's own implicit biases.
- Deliberately works to include individuals from underrepresented backgrounds in efforts both internally and externally as appropriate.
- Identifies and integrates the tools and resources needed to create more equitable environments.

Licenses: Valid Florida Driver's License with a driving record that meets insurance requirements. Professional certifications related to Planned Giving are a plus.

Physical Demands: While performing the duties of this job, the employee is regularly required to sit, talk and/or hear. The employee is frequently required to use finger and hand motion and occasionally required to stand, walk and reach with hands and arms. The employee must occasionally lift and/or move objects up to 20 lbs. Specific vision abilities required by this job include close vision and ability to adjust focus.

Work Environment: Employee primarily works in a normal office environment under moderate heat and noise levels, with extensive in-the-field activities within the Suncoast region.

United Way Suncoast provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

*Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.