



Lubbock Area United Way

**LUBBOCK AREA UNITED WAY**  
Job Description  
Director of Strategic Donor Engagement

**FLSA Status:** Exempt  
**Reports To:** CEO/President  
**Prepared By:** Amanda McAfee, President & CEO  
**Prepared Date:** January 2, 2025  
**Approved By:** Amanda McAfee, President & CEO  
**Approved Date:** January 2, 2025

**SUMMARY**

The Director of Strategic Donor Engagement develops and executes comprehensive strategies to build relationships with current and prospective donors (i.e., individuals, businesses, and foundations), aiming to maximize their giving potential through personalized outreach, meaningful engagement activities, and effective communication while aligning donor interests with the organization's mission and goals. The director ensures corporate culture, systems, and procedures support revenue development and positive donor and volunteer engagement.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** Include the following. Other duties may be assigned.

1. Ensure that philanthropy and revenue development align with the organization's values, mission, vision, and strategy. Participate with the CEO, staff, and board in setting the organization's revenue development strategy. Operate as a competent fundraiser and excellent organizational development specialist.
2. Adhere to the highest ethical standards in management, governance, and revenue development. Convey a professional and positive image and attitude for the organization and the greater nonprofit community.
3. Provide vital input in strategic and operation planning, including major gift solicitation, endowment gifts, grants, and the Annual Campaign. Manage revenue development's day-to-day operations. Monitor activities through coordination with staff, volunteers, and the Board of Directors.
4. Work with the CFO to oversee the selection, development, motivation, and evaluation of human resources, both professional and volunteer. Build the skills, knowledge, and abilities of the Revenue Development Team and other staff.
5. Coordinate revenue development process. Identify, recruit, and train board members and other volunteers to participate in solicitations, prospect identification, and other development activities.

6. Develop and manage donor matrixes for the Resource Development Team. Ensure assigned donor visits—individual and corporate—are completed to steward relationships, receive feedback, and establish giving potential.
7. Develop and manage a planned giving strategy to increase donations to the operating endowment setting specific timelines and targets to fully fund operating expenses from endowment distributions.
8. Provide leadership and guidance for Annual Campaign operational strategies and management, including timelines, objectives, and metrics.
9. Assure development and writing of foundation, corporate, and government grant proposals and solicitation materials.
10. Assure design and maintenance of donor and prospect records, gift management systems, and informational reports.
11. Work with the Marketing and Communications Director to design and implement robust donor communications, including electronic and snail mail. Assist in segmenting donors by interest and creating marketing efforts fitting to the donor.

## **SUPERVISORY RELATIONSHIPS**

This position reports to the President & CEO and is a part of the senior management team, overseeing employee onboarding, employee relations, and dispute resolution. Supervises the day-to-day activities of the Resource Development Team. Establishes goals based on strategic objectives and conducts performance evaluations annually. Monitors the effective execution of staff responsibilities.

## **EDUCATION and/or EXPERIENCE**

Bachelor's Degree and a minimum of five years related non-profit leadership and fundraising experience. Previous supervisory experience preferred.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements below represent the knowledge, skill, and/or ability required.

## **SKILLS**

Handle detailed, complex concepts and problems and create solutions. Translate broad goals into achievable steps.

Ability to teach skills, encourage, and coordinate activities and job duties of multiple employees.

Ability to establish and maintain effective working relationships with a wide variety of volunteers and donors.

Ability to plan, organize, and run meetings; recruit, train, and work with volunteers to accomplish goals.

Effective verbal, listening, writing, and communication skills, attention to detail, and high-level accuracy.

Computer skills including database, spreadsheet, word processing, and email at a highly proficient level.

Ability to work cooperatively as a team member.

Ability to manage large amounts of information presented in written and oral information in a fast-paced environment. Ability to manage multiple projects and volunteers.

### **PHYSICAL DEMANDS**

United Way employees must be able to work in a routine office environment. This includes long hours sitting while using a computer and other basic office equipment, which may cause eye and muscle strain. All employees make personal visits to various locations in the South Plains area, which requires reliable transportation and the ability to navigate to each location.

Employees may occasionally lift materials and supplies of up to 25 pounds.

### **WORK ENVIRONMENT**

United Way employees work in a fast-paced environment. All staff manage numerous interruptions including, but not limited to phone calls, emails, visitors, and impromptu meetings.

Reasonable accommodations as stated in Title 1 of the Americans with Disabilities Act may be made to enable individuals with disabilities to perform essential duties and responsibilities.

### **CERTIFICATION**

I have read this job description and certify that I can perform all Essential Duties and Responsibilities. I understand that my performance will be evaluated annually. I attest that all information provided concerning this job application is true and correct.

Employee Name (Printed) \_\_\_\_\_

Employee Signature \_\_\_\_\_

Date \_\_\_\_\_