

## J O B P O S T I N G

**Position:** Senior Director, Major Gifts and Planned Giving

**Organization:** United Way for Southeastern Michigan

**Location:** Detroit, Michigan

### ORGANIZATIONAL INFORMATION

The mission of United Way for Southeastern Michigan is to mobilize the caring power of Detroit and Southeastern Michigan to improve communities and individual lives in measurable and lasting ways.

If it requires fundraising, going to Congress, or just getting people to work together, that's what we do. We look at root causes - it's not enough to feed a hungry family, we look to change the conditions that led to hunger in the first place.

United Way brings communities together to focus on their most important needs building partnerships, forging consensus and leveraging resources to make a measurable difference.

The vision of United Way for Southeastern Michigan will be a unique leader in bringing together partners to create long-lasting improvements in our communities. We will be recognized as a trusted steward of our communities' contributions and resources, and accountable for planned outcomes.

### JOB SUMMARY

The Senior Director, Major Gifts and Planned Giving (MGPG) reports directly to the Vice President, Fund Development. The Senior Director, MGPG is responsible for developing and implementing strategies and programs that sustain and grow Major and Planned Gifts to UWSEM.

This position requires excellent interpersonal, verbal and written communication skills. Must be able to develop high-level business and personal contacts within the community to enhance our leadership giving efforts. Requires ability to work collaboratively along with solid human resources and project management skills. Must be proficient in PC office applications.

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## **EDUCATION AND EXPERIENCE**

**Education:** Bachelor's degree in business administration, marketing, public relations or related field. Certified Fund Raising Executive (CFRE) designation preferred.

**Experience:** Requires 10+ years of fundraising, sales or marketing experience, including 2-3 years of experience managing staff and/or volunteers.

## **PRINCIPLE DUTIES AND RESPONSIBILITIES**

- Responsible for the development of Major Gift and Planned Giving strategies and programs that align with the goals of the organization and its Business Units.
- Develops fundraising goals that support the goals of the organization and its Business Units in collaboration with the Vice President, Fund Development, that department's leadership team and leaders of the Business Units. Partners within the organization to develop a multi-faceted, integrated approach to effectively promoting and securing Major and Planned Gifts.
- Manages a staff of administrative and professional personnel and sets department budgets, goals, and objectives.
- Identifies, recruits, trains, and manages volunteers in Major Gift and Planned Giving fundraising. Helps develop training for volunteers and staff on best strategies and practices for Major and Planned Giving.
- Works alone and with other staff and volunteers to identify, cultivate, solicit, and steward new and existing donors. Responsible for oversight of Affinity groups (Women's Initiative, Virgil H. Carr and others) where appropriate.
- Researches current and prospective contributors, directs the collection and maintenance of donor data.
- Helps oversee the acknowledgement of leadership gifts. Coordinates the recognition effort using thank-you letters, special gifts, awards, recognition listing, and annual events. Develops and implements plans for fundraising and recognition events.

## **REFERENCES**

The candidate selected for this position must be able to provide at least four references from previous employers. Ideally, these references will be from previous immediate supervisors.

**To apply for this position, submit a cover letter (mandatory) with salary requirements and resume to: Resumes@NPPN.biz**