

Job Title: Donor Relations Manager

Organization: United Way of Northwest Georgia

Reports To: Director of Donor Relations

Position Overview

The Donor Relations Manager is responsible for developing and implementing strategies to cultivate and maintain relationships with individual donors and workplace partners. This role focuses on enhancing individual giving, workplace campaigns, leadership giving, and small business contributions. Additionally, the manager oversees seasonal campaign staff to ensure the successful execution of fundraising initiatives. All job duties are part of a collaborative effort of the Donor Relations team.

Key Responsibilities

Individual Giving

- **Donor Cultivation and Stewardship:** Identify, cultivate, and maintain relationships with individual donors to increase engagement and contributions. Develop personalized communication and recognition plans to enhance donor retention.
- **Leadership Giving Program:** Manage and grow the Leadership Giving Program, targeting individuals contributing \$1,000 - \$9,999 annually. Implement strategies to recognize and engage leadership donors, fostering a sense of community and commitment.

Workplace Giving

- **Campaign Development:** Collaborate with corporate partners to design and implement effective workplace giving campaigns. Provide tools, resources, and support to Employee Campaign Coordinators to maximize participation and contributions.
- **Relationship Management:** Serve as the primary liaison between United Way and workplace partners, ensuring clear communication and alignment of goals. Address any concerns and provide ongoing support to enhance campaign success including impact tours, employee campaign presentations. Ensure campaign reporting is returned in an accurate/timely manner.

Small Business Engagement

- **Program Development:** Create and implement strategies to engage small businesses in philanthropic activities, including tailored giving programs and recognition opportunities.
- **Outreach and Networking:** Build relationships with small business owners through community events, networking opportunities, and personalized outreach to encourage participation in United Way initiatives.

Seasonal Campaign Staff Management

- **Recruitment and Training:** In collaboration with the Director of Donor Relations, hire, train, and supervise seasonal campaign staff to support fundraising efforts during peak campaign periods.
- **Performance Management:** Provide guidance and support to seasonal staff, setting clear expectations and monitoring performance to ensure campaign goals are met.

Qualifications

- **Education:** Bachelor's degree in nonprofit management, business administration, marketing, or a related field.
- **Experience:** Minimum of 3-5 years of experience in fundraising, donor relations, or nonprofit management, with a focus on individual and workplace giving. Experience managing staff or volunteers required.
- **Skills:**
 - Strong interpersonal and communication abilities.
 - Proven track record in developing and implementing successful fundraising strategies.
 - Ability to build and maintain relationships with diverse stakeholders, including individual donors, corporate partners, and small businesses.
 - Excellent organizational and project management skills.
 - Proficiency in using donor management software and Microsoft Office Suite.
- **Attributes:**
 - Commitment to United Way's mission and values.
 - Self-motivated with the ability to work both independently and collaboratively.
 - Creative thinker with a strategic mindset.
 - Ability to adapt to changing priorities and work effectively under pressure.

Benefits

- Competitive salary commensurate with experience.
- Comprehensive benefits package, including health, vision, and retirement plans.
- Opportunities for professional development and growth within the organization.

Application Process

Interested candidates should submit a resume and cover letter detailing qualifications and interest in the position, along with three professional references. Applications will be reviewed on a rolling basis until the position is filled.

Note: This job description is intended to convey information essential to understanding the scope of the Donor Relations Manager's position. It is not exhaustive and may be subject to change or modification to meet organizational needs.