



United Way of
Central Washington

Job Title: Donor Relations Manager
Reports to: Executive Director
Location: Yakima, Washington
FLSA: Non-Exempt - Salary: \$43K- \$50K

PURPOSE:

The Donor Relations Manager is responsible for developing, executing, and achieving UWCW's fundraising and relationship management objectives within a portfolio of workplace accounts. This position performs managerial, sales, public relations, analytical, and coordination tasks to support the mission of United Way of Central Washington to engage to give, advocate and volunteer aligned with the strategic priorities of the organization. Under general supervision supports Donor relations and giving functions. Act as liaison for donor stewardship and related activity

Essential Functions:

Relationship Management

- Maintain contact with UWCW community volunteers and Board stewards, providing up-to-date information on relevant donor accounts and /or populations.
- Utilizes rapport to build trust and collaboration with others.
- Is ethical in dealing with others to achieve the desired results. Interacts and communicates with diverse stakeholders effectively.
- Provide staff support to RD committee members and staff, including progress reports and preparation of notes to ensure accurate reporting of campaign statistics.
- Communicate with staff and volunteers at all levels of the organization to exchange and collect information, coordinate projects, and solve problems.
- Continually provide excellent customer service to both internal and external customers which would result in increased revenue to UWCW.
- Spends time out of the office to engage with donors and volunteers.
- Research, identify, and develop relationships with non-giving accounts and achieve assigned percent of the goal for new account development.
- Conduct face-to-face meetings with current donors and prospects to expand United Way's influence and revenue.
- Other duties as assigned.

Campaign Management

- Utilize Donation Tracker to support data-informed decision making about workplace accounts, analyze donor information for trends, gaps, and opportunities for revenue growth and develop work plans which maximize potential for giving.
- Use the consultative sales model to discover individual and corporate interests. Assist with the implementation of a year-round strategic relationship program that encourages workplace employees to give, advocate, and volunteer aligned with company and UWCW strategic priorities.



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- Implement workplace campaign best practices including leadership giving and donor retention.
- Assist in maximizing giving growth to retain our current donor base and develop new business opportunities within the workplace campaign.
- Assist in effectively implementing cross-departmental operations.

Data & Operations

- Lead and coordinate appeals and annual mailings, tracking all donations, recognition of donors, and communicating with donors.
- Maintain and update donor files in a Customer Relations Management (CRM) (Donation Tracker) for all giving efforts.
- Assist Director of Development with data gathering and analysis for goal setting and projections.
- Work with Team on marketing and outreach on all marketing and media efforts, including material and message development.
- Work with staff and volunteers, will drive the execution of their plan and manage the action steps and results from these efforts.
- Provide general administrative backup support and other duties as assigned.

Accountability/Results Orientation

Is accountable for the achievement of assigned work projects. Collaborates with others to establish work project parameters, desired results/outcomes, and resource requirements. Keeps leadership informed on work progress and changes in work direction. Takes ownership of work and outcomes achieved, selecting the best work approach. Behaves ethically and honestly in all activities done on behalf of UWCW and the movement. Demonstrates a commitment to UWCW values, including diversity and inclusiveness.

Teamwork Collaboration

Contributes to the achievement of team objectives by helping others to complete tasks on own initiative. Shares information/ideas with other team members. Carries out assigned work projects. Identifies ways to make a greater contribution to the team. Able to adapt quickly to changing conditions or performance expectations. Able to focus on assignments during periods of change and/or uncertainty.

Communications

Expresses work issues and problems in a clear and concise manner. Communicates effectively with others up, down, and across the organization to achieve expected organizational results. Gives and receives constructive feedback. Seeks direct input on team effectiveness and environment.

EDUCATIONAL PREREQUISITES:

Undergraduate degree and/or at least 3 years of fundraising/sales experience or equivalent in the nonprofit sector.

Required Knowledge, Skills, and Abilities:

- Well-developed relationship management.
- Ability to demonstrate extraordinary listening and communication skills Ability to demonstrate negotiation techniques.
- Ability to deal with sensitive information and honor confidentiality.



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- Ability to establish and maintain effective working relationships with a variety of constituents.
- An astute ability to appeal to funding organizations.
- Ability to organize and coordinate multiple activities simultaneously and to meet established timelines for each activity.

- Ability to remain consistent, calm and fair under pressure. Ability to work effectively as a member of a team.
- Ability to work extended hours as required by job demands. Ability to work independently with a minimum of supervision.

PHYSICAL AND MENTAL DEMANDS:

- Requires time away from the office, traveling by car, walking to appointments and taking stairs.
- Requires the ability to multi-task between workplace campaigns, individual giving, meetings, special events, and strategic thinking.
- Requires a normal amount of typing and data entry for customer relationship Management.
- Requires presence during noncore hours and a consistent relationship building Attitude.
- Typically lifts campaign materials of 25-50 lbs. consistently from August to December and during special events.

ORGANIZATION:

Headquartered in Yakima, Washington, United Way of Central Washington (UWCW) currently serves the people of 2 counties: Yakima and Kittitas. Its mission is to gather together people, ideas, and resources to strengthen communities and improve lives.

UWCW is working to bring together donors, businesses, nonprofits, government, and others to create better solutions to our community's challenges. Our programs and donor dollars ensure that individuals and families in Central Washington have the opportunity to achieve potential through education, that they are healthy and safe, are financially stable, and live life with dignity.

UWCW has a strong commitment to Diversity, Equity, Inclusion, and Belonging and is seeking a Director of Development who will contribute to this cross-functional organizational initiative and uphold the following values:

- We value the visible and invisible qualities that make you who you are.
- We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community.
- We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.
- We strive to include diversity, equity, and inclusion practices at the center of our daily work.
- We commit to using these practices for our business and our communities.