

Position: PRINCIPAL GIFTS DIRECTOR
Hiring Organization: United Way of Salt Lake
Department: Resource Development
Reports to: Chief Development Officer
Date Created: August 29, 2016

THE ORGANIZATION

United Way of Salt Lake (UWSL) has made a promise to our community—to change the odds so all children and their families have the same chance to succeed in school and life. We have adopted a unique approach to community problem-solving called collective impact which allows us to directly engage with communities. Our workplace is fast-paced, friendly, and adaptive. At UWSL we believe in celebrating success, learning from failure, and ambitious goals. Our wages are competitive; the benefits package is comprehensive; perks like flexible schedules and staff parties make every day unique.

POSITION OVERVIEW

The Principal Gifts Officer (PGO) works under the direction of the Chief Development Officer, and in support of the strategic vision, mission, and goals of United Way of Salt Lake by leading the development and execution of a strategic plan to secure investments of \$100,000 to \$1,000,000+. Areas of focus include annual, planned, and special campaign giving by individuals, foundations, and corporations. The Principal Gifts Officer is responsible to research, develop, implement, and refine strategies to identify, cultivate, and steward new and existing donors for increased growth and retention of principal and major investors. Additionally, PGO develops sponsorship and in-kind resources to support events and activities designed to achieve goals. PGO also maintains accurate donor records and revenue projections and reports accordingly to EVP, and provides leadership and vision to building sustainable revenue sources.

KEY RESPONSIBILITIES

1. Provides leadership and vision to research, develop, implement, and sustain strategies for securing increased and new annual and multi-year investments of \$100,000 to principal investments of \$1,000,000+ from individuals, foundations, and corporations. Researches best practices and excels in innovation of strategies. Establishes and tracks progress against measurable monetary goals and related activities.
2. Supports the retention and growth of principal and major donors to increase sustainable revenue and resources under management. Identifies researches, cultivates, and stewards individuals as well as local and national foundation prospects. Identifies areas of interest and aligns those with UWSL. Develops strategies to increase annual giving and broaden types of giving, including planned giving.
3. Builds and leads individualized cultivation and stewardship plans for the most important principal gift opportunities. Evaluates capacity to increase giving and personal commitment to UWSL. Works closely with the Chief Development Officer to maximize the philanthropic potential and engages and collaborates with all departments on strategy for principal gift opportunities. As needed, works with grants specialist on written proposal development, submission, acknowledgement, and subsequent reporting.
4. Prepares the CDO and other appropriate executive level management and board members, as needed, to cultivate and secure investments. Conducts research, provides background, determines investment level, hosts briefings, and supports related communications material development. Develops and supports board-level committees or works with existing committees as needed.
5. Acknowledges donors using a variety of communications methods. Writes and prepares content for online and other written communications (newsletters and other updates).
6. Works together with RD leadership team to leverage existing strategies and infrastructure combined with database tools, metrics, and analytics to segment, cultivate and grow a pool of relevant prospects. Uses this information to develop best practices and improve revenue projection.
7. Sets vision for related cultivation and stewardship events and projects and secures sponsorship underwriting.

8. Maintains accurate records. Ensures all contact information, call history, and other information pertaining to current and prospective donors is retained in database of record.
9. Provides overall support and management of the principal gifts effort, including planned giving. Projects, tracks, and reports revenue. Keeps CDO and resource development team engaged and informed. Ensures existing policies are kept up-to-date and develops new policies as needed.
10. Collaborates to achieve optimal use of organizational resources; maintains good working relationships with colleagues. Understands business and community affairs and attends networking events to increase organizational visibility.
11. Supports all resource development efforts. Accepts other duties as assigned.

POSITION REQUIREMENTS

- Externally focused, relationship-oriented development professional with a history of success and accomplishment in major gift solicitation. Innovative and self-directed.
- Extensive knowledge of community, and well-connected to its resources
- Demonstrated leadership and initiative. Ability to create and execute strategies. Produces consistently high quality work
- Exhibits highest level of integrity, professionalism, and confidentiality.
- Outstanding communication skills, including: writing, presentation, public speaking, and listening.
- Ability to handle all the details and be a self-starter
- Ability to work well with, and inspire confidence in, UWSL staff, volunteer leadership, and current and prospective donors
- Excellence in building and maintaining business and personal relationships
- Proficient with Microsoft and Google suites
- Experience using and maintaining accurate records within donor database

MINIMUM QUALIFICATIONS

- Degree in communications, business, marketing, or other related field
- 5+ years of experience in major gifts fundraising
- Experience with capital campaign and endowment campaign preferred
- Team leadership and management experience preferred

SALARY INFORMATION

This is an exempt position; salary is commensurate with experience

TO APPLY

Send completed applications to jobs@uw.org. Complete applications include a cover letter, resume, and employment application. Employment applications and the complete job description can be found at <http://www.uw.org/about-us/careers.html>

Note: This job description is given to provide information about the position's general nature and is not an all-inclusive list of its responsibilities, skills or required abilities, which may change.