Organization overview:
United Way of Northern New Jersey is seeking a Director of Major Gifts to support its work to achieve racial and economic equity for those individuals and families struggling to make ends meet, including ALICE® (Asset Limited, Income Constrained, Employed) and those in poverty.

United Way of Northern New Jersey is one of 1,800 United Ways around the world. Each United Way is an independent entity that serves a specific community. This United Way is unlike any other in the country, running both a national research organization called United For ALICE as well as serving community needs across a five-county region including Morris, Somerset, Suburban Essex, Sussex, and Warren counties.

The funds raised by this United Way are invested in unbiased data insights, innovative solutions, and on-the-ground impact to address financial hardship, improving life for ALICE and all.

Department:
Resource Development

Reports to:
Senior Vice President, Resource Development

Broad Function/Purpose:
The Director of Major Gifts will be charged with strategically developing and managing robust major gifts ($10,000 and above) and planned giving programs on behalf of United Way of Northern New Jersey. The Director will be responsible for setting and achieving major gifts and planned giving goals and will work closely with the CEO, Chief Experience Officer, Sr. VP of Resource Development, Senior Director Women’s Philanthropy and Donor Engagement and others. This position will work as part of a team focusing on diversifying funding in support the organization’s initiatives through a variety of revenue-generating channels.

Primary Responsibilities:

- Build and implement strategies for identification, cultivation, solicitation, and stewardship to effectively grow the Major Individual and Planned Giving programs. The main priorities of this position are as follows:
  - Create an overall plan that includes cultivation of donors and prospects, opportunities for engagement to learn about the work, special events, and recognition of donors.
Focus on acquisition of new and upgrades of current donors to strengthen the Major Individual Giving program at the $10,000 and above level.

Manage relationships with prospective and current donors that can make planned gifts of $10,000 or more.

- Manage a portfolio of current and prospective major gift donors and create meaningful ways to cultivate them through stewardship and engagement in events and volunteer opportunities.
- Continually innovate, identify, test, and roll out new approaches to donor identification, cultivation, stewardship, and recognition.
- Work with financial planners, estate attorneys, and other volunteers to discuss gifting through many planned giving vehicles.
- Incorporate an effective moves management approach to further engage individuals in the organization’s mission and work.
- Make solicitations of gifts of $10,000 and higher for both Major Individual and Planned Giving programs when appropriate.
- Maintain stewardship contacts with donors, adhere to the highest ethical standards, reflect optimistic and positive attitude, and convey sensitivity to needs of donors.
- Participate in a minimum of 10 donor meetings a month with at least two solicitations of a legacy gift per month. Goal to close a minimum of $200,000 in new major and planned gifts in year one.
- Work with Senior Vice President, Resource Development to assess area’s needs and develop a plan to address appropriately.
- Work collaboratively with other Resource Development staff, other United Way colleagues and volunteers to achieve the needs of the prospects and donors.
- Work with Marketing Department not only to develop collateral materials for major and planned giving initiatives but also create and maintain an effective communication plan that keeps donors and prospects informed and involved with United Way’s work.
- Contribute to the selection and optimal usage of a new CRM system.
- Stay up to date on fundraising trends, share case studies and borrow best practices when relevant.
- Partner with Workplace Giving associates to develop strategies to move workplace campaign leadership givers to higher level of giving.
- Work with Resource Development colleagues to develop strategies to recognize donors.
- Attend United Way events and represent United Way at outside events to network.
- Volunteer Management:
  - Recruit and manage a committee of volunteers who will assist in identifying and soliciting major individual and planned gifts.
  - Train volunteers about the organization’s community impact work in support of ALICE and their roles and responsibilities on the committee.
  - Utilize volunteers’ skills, relationships, and knowledge to assist with calls on assigned prospects and current donors.
  - Communicate challenges and successes to volunteer committee throughout the year.

- Management and Administrative Functions:
  - Develop a working understanding of Community Investment strategy framing and identify opportunities to leverage and increase mission-related giving among major and planned giving donors by aligning donor interests with impact strategies.
- Provide training and information to the Resource Development team to assist in managing, soliciting and recognizing planned giving prospects within their areas of responsibility and help to transition these donors from the annual workplace campaign and other RD channels.
- Lead team. Provide clarity around goals, roles, and strategies. Inspire and equip team to deliver their best work.
- Assess the strengths and opportunities of direct reports. Leverage strengths and coach-up in areas where growth is needed.
- Maintain donor and prospect records and information in Customer Relationship Management database.

**Requirements:**

- Bachelor’s degree and a minimum of 10 years demonstrated fundraising experience in major individual and planned giving with demonstrated success and increasing levels of responsibility required.
- Specialized training in financial and/or estate planning, tax law and fundraising preferred.
- Knowledge of and background in planned giving vehicles (i.e., bequests, annual trusts, unitrusts, giving through retirement plans, etc.), current trends in philanthropy, donor advised funds and basic estate and financial planning for individuals, including tax implications of charitable giving.
- Experience and success in managing relationships and securing support from individuals at a minimum of $10,000.
- Demonstrated supervisory experience and ability to motivate volunteers and donors.
- Ability to tactfully handle stressful situations, negotiate and resolve conflicts and maintain confidentiality.
- Excellent written and verbal communication, public speaking, training, facilitation, administrative, and interpersonal skills.
- Event planning and management, budget development and management skills.
- Possess a strong work ethic coupled with an enthusiastic and passionate approach to one's work.
- Possess a desire and ability to work in team-oriented work environment as well as a high degree of self-direction and initiative.
- Provide excellent customer service both internally and externally.
- Possess strong oral and written skills.
- Computer skills including CRM, Windows-based software (Word, Excel, and PowerPoint).
- Ability to maintain a flexible work schedule and adjust it as required by changing activities including occasional nights and weekends.
- Must have reliable transportation for daily travel throughout the United Way of Northern New Jersey area of service and offices.
- Ability to lift 25 pounds. Reasonable accommodations may be made to enable individuals to perform these essential functions.

**Job Type:**

- Full time: 35 hours per week
Compensation:
- $85,000 to $95,000 salary range

Work Environment:
- This job function uses standard office equipment, such as computers, phones, printer, and photocopiers.
- Hybrid: Primarily remote, some office meetings with staff, board volunteers, vendors, and donors

Submit résumé and cover letter to: George.Xuereb@UnitedWayNNJ.org

Equal Opportunity Policy:
United Way of Northern New Jersey provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.