



United Way of Anchorage

Title: Annual Giving Officer

Department: Transformational Philanthropy

Supervisor: Senior Vice President

Organization Overview: United Way of Anchorage mobilizes the community to make lasting, measurable changes in community conditions that improve lives. 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, collaborative, and adaptive.

Position Overview: Oversee the management and growth of UWA's individual donor program including: prospecting; cultivation; solicitation; recognition; and, retention. Collaborate within the larger team of Transformational Philanthropy to help ensure consistent and high-quality engagement across donor segments, campaigns, appeals and events. Carry shared responsibility for overarching Transformational Philanthropy goals.

Essential Functions/Roles & Responsibilities of the Position:

- Develop and manage the annual plan and corresponding budget for individual donors annual giving efforts at UWA
- Spearhead annual appeals at UWA along all channels: direct mail, phone calls, events, social media, etc. Specific campaigns include, but are not limited to:
 - End of Year Campaign
 - Pick Click Give
 - Spring Appeal
 - Lapsed Appeals: WPC, Tocqueville, LYBUNT/SYBUNT
- Dedicate special attention to growing, retaining, and progressing individual leadership donors at each level, including focused appeals, personal cultivation plans and appropriate special recognition events and activities:

Leadership: \$1,000-\$9,999
Tocqueville: \$10,000 and up
Loyal: 10 + years
Diamond: 25+ years
Retirees

- Provide support for leadership team, CEO, UWA board and Tocqueville team to directly, as appropriate, participate in the cultivation, ask and recognition process for individual donors at a variety of levels. This support including providing talking points, coaching for calls and in person interactions, coordinating thank you letters/cards, recording activities in CRM database, and supporting participation at events.
- Actively manage in partnership with other members of TP, appropriate databases for tracking donors—appeals, gifts, communications, follow up, notes, etc. (UWA currently uses ANDAR)
- Collaborate and consult with marketing and communications department for the development of all materials for individual giving and related activities. Translate UWA Community Impact Stories to appeal materials for all donor audiences.
- Actively participate as a colleague, resource, and advocate in the larger team of Transformational Philanthropy. Work directly with Corporate Partnerships/Business Relations staff to weave donor engagement and recognition into the culture of campaigns whenever possible and appropriate. Make sure giving level cultivation occurs for workplace donors as possible. Provide, in concert with the Corporate Campaign team, an ability for workplace donors to smoothly transition from workplace giving to individual giving as donor leaves a campaign site, transitions to retirement or experiences other workplace change.
- As a frontline ambassador for United Way of Anchorage and an individual who will interact with a variety of donors, volunteers and community partners, maintain current awareness of program priorities, strategic plan goals, recent accomplishments and laudable program milestones. Regularly

engage with Community Advancement and 2-1-1 to maintain a deep understanding of UWA's work in the community with our beneficiaries.

- As appropriate, engage content area experts within UWA to meet alongside TP staff with individual donors, Employee Campaign Coordinators, Campaign Cabinet members and other partners/stakeholders to foster greater connection among UWA supporters to our work and both the challenges and the successful outcomes we share.
- As directed, participate in grant writing activities on behalf of UWA.
- Other duties as assigned.

Education, Skills & Qualifications:

- Bachelor's degree from a four-year college or equivalent experience
- 3-5 years of experience specific to fundraising or nonprofit management
- Ability to work with little supervision and ability to meet deadlines
- Experience using a CRM database or fundraising software such as Salesforce, Raiser's Edge, etc.
- Verbal and written communication skills and ability to work effectively in a team environment
- Ability to work effectively in a fast-paced environment

Place of Work: 777 Juneau St, Anchorage, AK 99501

Hours of Work: 8:30 a.m. to 5:30 p.m., M-F

Wages: \$66,000-\$76,000/year

To Apply: Please apply online or email your resume to Kayla Green, Director of People & Culture: kgreen@ak.org. Position open until filled.