



United Way of Anchorage

Title: Individual and Major Gifts Officer

Wages: \$82,000 +DOE

Hours of Work: ~7.5/day between 8:30 a.m. to 5:30 p.m., M-F

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

Position closes 7/8/22.

Potential for flexibility on hours of work and remote workdays as part of a regular schedule. Occasional evening and weekend work required.

This is an opportunity for someone with great relationship building skills, attention to detail, and an interest doing work that matters to our community. United Way of Anchorage is launching a new strategic plan and engagement strategy to support our shared vision that Anchorage is a diverse, vibrant community where everyone can achieve their potential. Come join the fun as a key member of our Transformational Philanthropy team. Support, professional development, and decent workplace benefits included.

Organizational Overview: We united caring people to give, volunteer, and take action to remove barriers to opportunity and solve our community's toughest challenges. Our focus is on education, financial stability, and health—the building blocks for a good quality of life and a strong community.

Position Overview: With help and support from the Senior Vice President, 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 with the full team for overarching Transformational Philanthropy goals. Train other staff at UWA in best practices for philanthropy, development, and stewardship.

Essential Functions/Roles & Responsibilities of the Position:

- With the Senior Vice President and CEO, 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, asks, and recognition processed for individual donors. Help develop talking points and scripts, coordinate thank you letters/cards, record activities in CRM database, and support participation at events.
- 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.
- Manage the annual plan and corresponding budget for individual donors, major gifts, and annual giving efforts at UWA.
- Spearhead, with support from an experienced communications team, the 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

- Help manage the databases for tracking donors—appeals, gifts, communications, follow up, notes, etc. (UWA currently uses ANDAR.)
- 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.
- As directed, participate in grant writing activities on behalf of UWA, and serve as liaison for a dedicated portfolio of worksite campaigns.
- 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 preferred.
- Ability to work with little supervision and ability to meet deadlines.
- Experience or familiarity 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.

To Apply: Please apply online or email your resume to Nina Makarova, Director of Administrative Services: nmakarova@ak.org. **Position closes 7/8/22.**

Department: Transformational Philanthropy **Supervisor:** Senior Vice President