TITLE: Director of Individual Giving

ACCOUNTABLE TO: Vice President of Development

PRIMARY FUNCTION: Plan and implement activities to maximize current annual giving and long-range giving to the Agency, coordinating various direct appeals, fundraising campaigns, and other solicitations. Grow the level of annual contributions and increase the number of donors and donor engagement. Ensure quality control and effective utilization of constituent database. Work in conjunction the Development Team members to identify and assign responsibility for cultivating, soliciting, stewarding, and recognizing major donors/major donor prospects. Supervise acknowledgement of gifts to ensure each donor is properly recognized and manage the gift/donation entry process to ensure accuracy into proper campaigns. Develop and implement plans to identify, cultivate, and solicit planned gift donors through estate planning and other types of gifts. Participate as a principal member of the Development Team, in a manner that facilitates collaboration, cooperation and project integration both within the work unit and across departmental boundaries.

SUPERVISORY RESPONSIBILITIES: Direct and evaluate the activities of contractor(s) engaged to facilitate fund appeal communications and other related efforts for the Agency, as assigned.

WORK SCHEDULE: Monday through Friday: regular business/program hours with scheduling flexibility to work variable hours as needed to carry out duties and responsibilities effectively.

QUALIFICATIONS:

EDUCATION: Bachelor’s Degree in communications, marketing, events management or related field preferred.

EXPERIENCE: Minimum of three years successful professional or management experience in direct appeals, fundraising, donor relations, major gifts management, resource development or other related field.

LICENSE/CERTIFICATIONS: Valid Illinois Driver’s License; certificate of proof of insurance and maintenance of such at minimum amount of coverage required by law. Reasonable accommodation may be requested by persons with disabilities or those without such license or personal vehicle (see below), who agree to secure effective alternative transportation between work sites, without additional expense reimbursement beyond the designated mileage allowance for the Agency.

KNOWLEDGE OF: Direct giving appeals, fundraising appeals, donor database management, promotional techniques, resource development, and public relations.

Excellent working knowledge of Raiser’s Edge software, working knowledge of Microsoft Office Suites, with an emphasis on mail/merge functionality; a strong working knowledge of Excel; a working knowledge of other database programs; with an understanding of general accounting principles preferred.

Illinois fundraising and donor communities.
Advanced principles of English usage, spelling, grammar, punctuation, and report preparation, data collection management and record-keeping.

**ABILITY TO:**

Skilled at building relationships, facilitating both one-on-one and group meetings with donors, and taking initiative to find creative ways to seek out donors and engage them in our mission.

Maintain effective audio/visual discrimination and perception for:
- reading and writing;
- completing standardized forms and reports;
- operating assigned equipment or vehicles.

Maintain mental capacity and reasoning ability which allows the capability of:
- making sound decisions based upon appropriate judgment;
- organizing, processing and distributing work;
- dealing with abstract and concrete variables; recognizing, analyzing and evaluating the long-range impact of decisions, actions, plans and what specific, additional action or information is needed;
- developing and preparing clear and effective reports, proposals and analyses.

Demonstrate strong interpersonal skills

Communicate clearly and effectively both orally and in writing, using correct English, and articulating clearly with poise and confidence.

Demonstrate professional management skills to plan, organize, communicate, delegate, follow-up and evaluate assignments/projects effectively.

Tolerate stress, ambiguity and change.

Demonstrate flexibility and responsiveness in applying new / different approaches to changing work demands.

**WORKING CONDITIONS:**

**PHYSICAL DEMANDS/ACTIVITIES:**

Perform physical activities and movements which require strength, agility, stamina and mobility for pushing, pulling, carrying, and lifting characterized by degree and frequency as follows:

1) Light (0-20 lbs. of force): Frequently
2) Moderate (21-50 lbs. of force): Occasionally
3) Heavy (over 50 lbs. of force): Infrequently

**PERSONAL APPEARANCE/ DRESS:**

Ensures personal appearance (attire and grooming) complies with Agency policy, is appropriate to job and work activity location and is commendable to Agency representation.

**EQUIPMENT:**

Utilize and operate personal vehicle as necessary for transportation and movement between program work sites. (Or insure ability to transport between work sites as necessary for completion of job duties).
Utilize and operate: Agency computer equipment for word
processing and data management; telephone system; other
common office equipment (Also see License/Certification clarification note).

AGENCY MISSION:
We believe that all people, regardless of ability, deserve to achieve their potential, advance their
independence and act as full members of the community. So we stop at nothing to provide life skills
training, assistive technology, meaningful employment and a place to call home for people with disabilities,
as well as specialized foster care for children.

Our goal: life without limits for people with disabilities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:
1) Develop and implement immediate and long-range plans to maintain current donors and identify &
solicit and secure new donors, in a manner that promotes and cultivates a pattern of annual giving
from constituents. Set goals and objectives in accordance with the Agency strategic plan and manage
the budget for all annual giving activities.
2) Create the components relating to annual giving and supervise the implementation and distribution of
such plans and materials, including:
   a) Organize and manage direct appeal marketing & fundraising campaigns.
   b) Coordinate and supervise other mailings and e-communications related to those appeals to the
Agency's constituents.
   c) Supervise acknowledgement of gifts to ensure each donor is properly recognized and manage the
gift/donation entry process to ensure accuracy into proper campaigns.
3) Devise systems of solicitation that will ensure the continual involvement of UCP Seguin's various
giving constituencies, including the implementation of various types of "Friends of UCP Seguin" or
donor recognition events to solicit and introduce prospective and current donors to UCP Seguin, to
include the use of technology or media to solicit giving constituencies when in person group meetings
are not feasible.
4) Work in conjunction with the Relationship Manager of the Development Department and other
Development Team members to identify and assign responsibility for cultivating, soliciting, stewarding,
and recognizing major donors-major donor prospects.
5) Ensure effective quality control and utilization of the constitute database to ensure optimal data
integrity and to maximize growth of the database, to include information that will facilitate reporting
processes and enhance donor potential. Analyze donor giving history/data and giving trends to move
donors along to a higher level of giving and/or engagement. Research direct mail and email lists to
build donor database; recommend the purchase of list(s) according to budget and fund-raising goals
as developed by the Development Team.
6) Develop and implement plans to identify, cultivate, and solicit planned gift donors through estate
planning and other types of gifts; create a planned giving marketing plan and materials to cultivate and
steward ongoing donors and planned giving prospects; create an appropriate stewardship plan to
maintain ongoing relationships with donors who have made planned giving commitments.
7) In conjunction with the Marketing Communications & Events Director, coordinate any mass
communications associated with annual giving or appeals, to ensure that such communications are
scheduled to maximize their impact and produce enhanced donations and increased donors, while
helping to ensure stronger positive awareness and broader understanding of UCP Seguin among its
various publics.
8) Establish and maintain effective contact with various organizations, clubs or other entities to maximize
UCP Seguin's visibility in the public arena, presenting and/or arranging for presentations to these
entities on a regular basis, and engaging these entities to make contributions to UCP Seguin. As is appropriate based on agency support from the United Way, act as a UCP Seguin “Ambassador” in United Way campaign functions. Assume primary responsibility for conducting UCP Seguin’s Employee United Way campaign.

9) Work in conjunction with other key UCP Seguin staff to coordinate UCP Seguin’s involvement in state and local advocacy organizations, in securing fair funding from governmental entities, and in promoting legislation favorable to the cause of people with disabilities and the community agencies that serve them.

10) Assist the Executive Vice President/Development, Vice President of Development, and the UCP Seguin Board of Directors in the assessment of short and long-term funding needs and in the development of goals and objectives to attain such fundraising and development goals; Prepare, submit, and present progress reports and assessments related to such to supervisor and applicable committees.

12) Participate as a principal member of the Development Team and assist the Vice President of Development and other members of the Development Team in functions that follow but are not meant to be all-inclusive:
   a) Develop and implement overall fund-raising strategies and plans successfully which are consistent with the mission, needs, goals and objectives of the Agency;
   b) Assist the Marketing Communications & Events Director in recruiting, overseeing and motivating all volunteers and their activities as they relate to annual giving, and maintain timely communication with those volunteers.
   c) Assist other members of the Development Team in the planning, implementing and tracking of special events.
   d) Enhance annual fundraising activities by engendering support from other departments within UCP Seguin, working in collaboration with various UCP Seguin constituents to promote positive Agency outcomes.

13) Ensure timely completion and collection of pertinent reports and related documentation.

14) Complete Agency training requirements and secure additional information, education and training appropriate to remain abreast of new knowledge, technologies and methodologies and assure understanding of concepts and principles upon which work responsibilities are based; acquire requisite skills to perform job duties effectively.

15) Participate to ensure the safety of persons served and Agency staff by:
   • Assisting in adapting work sites for maximum use; ensuring that any environment utilized for work is accessible and free from safety hazards that cannot be appropriately managed to eliminate unnecessary risks to the health, safety and well-being of persons served and Agency staff;
   • Carries out The Employee’s Safety Role as noted in Appendix E of UCP Seguin’s Health, Safety, and Security policy;
   • Participating in evacuation and emergency drills and adhering to all Agency safety directives, policies and procedures, government and all applicable licensing and accreditation agencies’ regulations and standards.
   • Reporting all known safety hazards and risks to the Safety Committee or appropriate program personnel and making suggestions as needed to eliminate/reduce/manage safety risks and problems.

16) Participate as a development team member, facilitating communication, teamwork, cooperation and productivity of work unit by:
   a. Attending and actively participating in regular work unit, department and Agency staff, program meetings and assigned ad hoc committees, offering/receiving information, constructive assessments, feedback and suggestions to ensure cross-team collaboration, service integration and maximize operational effectiveness and individual performance;
   b. Participating in constructive problem solving within the work unit and as it relates to other Agency
programs, persons served, their families, staff and the community, in order to ensure successful work unit and Agency operations, and a positive, productive and harmonious work environment;
c. Remaining abreast and acting on information posted in work unit, department and Agency information posted and conveyed by way of internal Agency communication resources.

OTHER NON-ESSENTIAL RESPONSIBILITIES:

1) May engage in research.

2) May develop processes to increase work unit efficiency and eliminate excess processing of steps and labor expenses.

3) May participate in temporary ad hoc committees.

4) May participate in special projects within work unit or in other Agency department.

5) Performs other duties as assigned by supervisor.

Employment Status: Exempt

Date Established: 9/02

Date(s) Revised: 11/05; 11/07, 06/14, 10/16, 10/18, 11/20, 11/21, 4/22