

CHIEF PHILANTHROPY OFFICER

WHO WE ARE

Greenville County continues to draw national attention as a popular destination for visitors and a magnet for new development. Too many people do not share in the success we enjoy as a larger community—they have been left out or left behind. Right now, nearly 60,000 people are experiencing poverty in our county. As the largest poverty-fighting organization in South Carolina, United Way of Greenville County's unique ability to take on challenges like affordable housing, education, job training, transportation, and other complex community issues—all at the same time—is unmatched.

WHAT WE DO

We mobilize individuals and convene partner agencies, corporations, and community leaders to make broad, systemic change like no other organization can.

United Way values the abilities and perspectives that make each person who they are: empowering our employees to reach higher, think differently, act innovatively, and work collaboratively. People who work here provide the energy, expertise, and creativity that is critical to creating the lasting change our community needs—and the opportunities to succeed that everyone deserves.

As a funder, partner and convener, United Way of Greenville County works with the entire community to build resources, focus investments, and foster partnerships that create lasting solutions to big community problems.

Mission and Vision

Mission:

We mobilize people and resources to improve lives, strengthen the community and advance equity for the benefit of all.

Vision:

A Greenville County where all people have access to the opportunities to achieve their full potential.

POSITION OVERVIEW

The Chief Philanthropy Officer at United Way of Greenville County (UWGC) reports to the President and CEO and provides overall leadership in fundraising efforts, including strategic direction, execution and oversight of all development, donor relations and fundraising activities of UWGC. The CPO serves as a member of the UWGC executive leadership team and is expected to contribute to the UWGC brand and regional profile through his or her activities in the community.

The Chief Philanthropy Officer will bring professional expertise with new ideas and approaches to develop and successfully implement a comprehensive and diversified philanthropic program that advances UWGC priorities and supports its mission. He or she will work closely with the President

and CEO, the UWGC board, and volunteers to develop and manage many prospect and donor relationships, including his or her own major gifts portfolio.

The CPO is responsible for oversight of the following areas: major gifts, annual fund, grants, planned giving, endowment giving and compliance, gift processing and acknowledgement, workplace partnerships and giving, volunteerism, and other innovative strategies that drive philanthropic support.

DUTIES & RESPONSIBILITIES

Establish Long-Term Strategic Planning Practices in Philanthropy

- Develop and implement a multi-year strategic plan for philanthropic advancement with measurable outcomes that compliment and support the UWGC Strategic Plan [How We Win: Our Strategy for Community Change \(unitedwaygc.org\)](https://www.unitedwaygc.org) ;
- Monitor and evaluate operational effectiveness, while implementing changes required for improvement;
- Create an annual development plan that incorporates community impact and marketing teams' insight, and review with the President and CEO;
- Design and execute a comprehensive program that includes an annual fund, major gifts, planned giving, capital and special campaigns, events;
- Establish, implement, and update short- and long-range organizational goals, objectives, policies, and operating procedures.

Create Fundraising Staff Infrastructure and Manage Staff

- Create a fundraising staff infrastructure and hiring plan to meet the current and future fundraising objectives of UWGC;
- Build and lead a 11–12-member fundraising team that focuses on generating maximum gifts from individuals, foundations, and workplaces by cultivating direct, sustainable relationships between donors and UWGC;
- Monitor goals and goal-setting across the fundraising staff to sustain vibrant, productive results;
- Lead and provide direction to fundraising staff for all prospect identification, cultivation, gift requests, and stewardship activities, and
- Provide direction for fundraising staff's primary calendar to maximize cultivation events and maintain consistent gift activity.

Frontline Fundraising

- Direct all fundraising responsibilities including pipeline development, prospect tracking, strategy, task assignment, and maintenance of timelines for fundraising staff;
- Partner with companies to help them meet their philanthropic, volunteerism, and employee engagement goals via mutually beneficial, multifaceted partnerships;
- Manage near and long-term foundation research, direct proposal submissions, and complete reporting practices;

- Provide leadership and serve as UWGC's point person for frontline fundraising, and
- Provide direction for new, targeted, and personalized gift request strategies for current donors, prospects, employees, and other constituencies.
- Identify opportunities for prospects and donors to share their knowledge and offer their time in support of United Way, providing an impact beyond their financial resources.

Leadership Support

- Collaborate with the President and CEO and staff on major fundraising initiatives;
- Prepare and present reports on fundraising progress internally at the executive level and to the UWGC Board;
- Launch and manage the Philanthropy Committee of the Board;
- Provide guidance and support to the Board to inspire its members and to ensure positive experiences engaging potential and current donors, and
- Serve as a member of the senior executive team and provide regular updates on fundraising activities.

Other Priorities

- Ensure compliance with all legal and ethical issues related to fundraising;
- Maintain an active involvement in the profession of fundraising and philanthropy;
- Foster continued competency development opportunities for the fundraising staff;
- Promote diversity and a sincere commitment to equity and inclusion; and
- Assume responsibility for other projects as assigned by the President and CEO.

Required Qualifications

- Bachelor's degree required, advanced degree, particularly in Non-Profit Leadership and Management, is a plus;
- Minimum of 7+ years of substantial senior level, full-time fundraising experience;
- Demonstrated successful supervisory experience as a vice president in a non-profit setting is a plus;
- Experience working with and leading an all-volunteer board of directors;
- Demonstrated experience with direct gift requests, annual giving, major and planned gifts, and/or capital campaigns;
- History of successful gift requests at the five and six-figure levels (and above) and stewarding donors in these gift ranges;
- Experience with the implementation of comprehensive fundraising plans with evidence of effectiveness in marketing, donor gift requests, and key performance indicators, and
- Excellent verbal and written communication skills; writing samples may be requested.

Knowledge, Skills, and Abilities

- Demonstrated knowledge of non-profit fundraising techniques;
- Knowledge of generally accepted principles of financial management as they relate to non-profit fundraising;
- Knowledge of board governance and skill in cultivating board engagement;
- Superior interpersonal skills;

- Track record of developing and sustaining strong benefactor relationships with organizations and individuals;
- Demonstrated responsibility in maintaining strict confidence as it relates to donor confidentiality;
- Demonstrated knowledge of database management and software used in fundraising;
- Superior oral and written communication skills, including the ability to make public presentations;
- Willingness to serve as a motivator and mentor to staff while increasing the level of performance, accountability, and building team culture;
- Knowledge of public relations and marketing techniques;
- Ability to work well in a fast-paced environment with multiple priorities and with attention to accuracy, details, and deadlines;
- Ability to lead and inspire staff to build an effective team, and
- Willingness to learn and support the United Way culture.

Submit your resume and cover letter directly to talent@unitedwaygc.org with **Chief Philanthropy Officer** in the subject line. Qualified candidates that bring a diversity of thought, experience and background are encouraged to apply.

United Way of Greenville County offers competitive compensation based on prior experience and qualifications as well as comprehensive benefits in order to best support our people. Benefits we offer include: health, dental and vision insurance where United Way of Greenville County pays generously towards the cost of these benefits for eligible employees and their families.

United Way of Greenville is an equal opportunity employer and value diversity. All employment is decided on the basis of qualifications, merit and business need.