



United Way
of Greenville County

POSITION PROFILE

CHIEF PHILANTHROPY OFFICER



FIND GREAT PEOPLE
TO BUILD GREAT COMPANIES

ABOUT UNITED WAY OF GREENVILLE COUNTY

For over 100 years, we have united the community to help people live better, safer and more successful lives. While our work has evolved to meet the challenges of the day, our vision remains the same: We believe everyone should have access to the tools and opportunities that empower them to achieve their full potential.



60,000

People helped with basic needs, education support & more.



30,000

Referrals for callers through our 2-1-1 Resource Line.



\$8.2M

Invested into making our community great.

MISSION & VISION

Our mission is to mobilize people and resources to improve lives, strengthen the community and advance equity for the benefit of all. Our vision is a Greenville County where all people have access to the opportunities to achieve their full potential.

STAR VALUES

Our focus on collaboration, internally and externally, connects our team and work to our community so we can achieve the balance and symmetry needed to consistently show up for all of Greenville County.



SUPPORT

We collaborate with our team, stakeholders and organizations to support our community and move our mission forward.



TRUST

With integrity and respect, we embrace transparency and build relationships with each other and the community to deliver on our promises.



ACT

Each day we show up to do our best work for our coworkers, our investors and our community by staying proactive, adaptable and innovative.



REFLECT

We reflect the change we wish to see within our communities by holding each other accountable to our mission, recognizing how our leadership today will impact the future of Greenville County.

WHERE WE SERVE

We serve people across the cities of Greenville, Greer, Fountain Inn, Simpsonville, Mauldin, and Travelers Rest. Our impact also extends to the following communities: Berea, City View, Dunean, Five Forks, Gantt, Golden Grove, Judson, Parker, Piedmont, Sans Souci, Marietta, Taylors, Tigerville, Wade Hampton, Ware Place, and Welcom.



OUR STRATEGY

Poverty is persistent in Greenville County. We can't let it win — because everyone deserves a shot at a better life. Our donor base is changing. So must we. From Baby Boomers to Gen Z and beyond, we must adapt and evolve to remain relevant.

To flip the script and win for our community, United Way of Greenville County must inspire and activate donors to increase access and reduce barriers to higher earnings for low-income earning members of the community.



Where To Play

Our strategy to reduce barriers to higher earnings starts with increasing access in four critical areas:



Affordable Housing



Post-Secondary Education



High-Quality, Affordable Childcare



Transportation and Mobility

Our Plan To Win



Tell stories that change narratives & inspire

To unite the community behind real solutions, we tell stories that reframe common narratives about the causes of poverty and how to solve it.



Build donor intimacy

What if every date was like the first date? We build relationships with donors that last a lifetime by being curious and knowledgeable about their aspirations and 100 percent accurate with donor information.



Fight for policies that help, not hurt

It takes more than money to win for our community. We advocate at all levels of government for policies that help us beat back poverty.



Win the 3 moments of truth

Getting the gift is only the first step. Real victory means successfully thanking, then sharing the impact of the gift to win repeat investments.



Invest in only what works

Nobody likes a bad investment. Data-driven decision-making ensures we're making smart choices.

1. Gift Given
2. Gift Recognized
3. Share Impact of the Gift



POSITION SUMMARY

The Chief Philanthropy Officer at United Way of Greenville County (UWGC) 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.

Reports to: Chief Executive Officer

Location: Greenville, SC

AREAS OF RESPONSIBILITY

Strategic Leadership

- 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.
- 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.

Fundraising Operations

- 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.



AREAS OF RESPONSIBILITY

- 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.
- 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.

Strategic Communications & Marketing

- Oversee the integration of data and strategic communications so philanthropy, impact, and volunteer interactions are coordinated and optimized.
- Initiate and support a cross-functional communication strategy that helps to mobilize and grow targeted external relationships.
- Ensure internal efforts so that all revenue-generating initiatives build visibility and awareness while enhancing organizational performance.
- Analyze and segment audiences to apply targeted outreach and messaging for prospecting, mobilization, and engagement.

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.
- 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.
- Serve as a member of the senior executive team and provide regular updates on fundraising activities.

Additional 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.
- Assume responsibility for other projects as assigned by the President and CEO.



QUALIFICATIONS

- Bachelor's degree required; advanced degree 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.
- Excellent verbal and written communication skills; writing samples may be requested.
- 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.
- Willingness to learn and support the United Way culture.

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.

INTERESTED CANDIDATES

Anyone interested in being considered for this opportunity can submit their resume to Kristy Lysik, Klysik@fgp.com. Qualified candidates that bring a diversity of thought, experience and background are encouraged to apply.

ABOUT GREENVILLE, SC

Voted #3 Friendliest 15 Cities in the South by Southern Living, #4 Best Place to Live in the US by US News and World Report, and one of the South's Best Cities in 2024 by Southern Living, Greenville, SC is the place to be!

Located in the upper left corner of SC, Greenville is a vibrant commercial corridor, putting it in the top ten markets for economic development in the United States.



Greenville is well-connected to surrounding states and popular cities such as Charlotte and Atlanta and conveniently located a few hours away from popular destinations areas like Myrtle Beach or Charleston, SC as well as charming mountain towns like Asheville, NC and Boone, NC.

Greenville's friendly, thriving downtown pulses with things to do year-round. From one-of-a-kind shops, boutiques and art galleries to museums, tours and outdoor activities, Greenville is a welcoming retreat for visitors of every age and explorers of every type.



Greenville is served by Greenville County Schools, the largest public school system in the state and the 45th largest school system in the country. Nine of the district's 11 magnet academies are located in the city of Greenville, as is A.J. Whittenberg Elementary School, one of the first elementary schools in the country to offer a school-wide engineering curriculum. Greenville is also home to seven charter schools and a number of highly accredited private schools ranging from K-3 to high school. The South Carolina Governor's School for the Arts and Humanities, the state's premier school for artistically talented high school students, is located in downtown Greenville.

Many nationally recognized colleges and universities are located or have branch campuses within the city including Furman University, Bob Jones University, Clemson University, University of South Carolina School of Medicine, and University of South Carolina Darla Moore School of Business.

For more information on Greenville, SC:

- www.visitgreenvillesc.com
- www.realestate.usnews.com/places/south-carolina/greenville