

Job Title: Development Coordinator

Reports to: President and CEO

Classification: *Full-time, salaried, exempt*

United Way of Greater New Bedford (UWGNB) fights for the health, education, financial stability, and basic needs of every person in the nine communities it serves. Through strategic collaborations, direct services and financial support, we actively engage with our communities to identify gaps and create initiatives to address them. The Development Coordinator will build upon the organization's long-standing partnerships with corporate donors while further enhancing our engagement and support from individual donors, businesses and foundations.

UWGNB has a diversified stream of overall revenue. While the annual campaign is a cornerstone of United Way fundraising, it also presents challenges and opportunities in an evolving economic climate. The traditional, annual campaign makes our grant-making to other organizations as a funder possible. Grants, sponsorships, program contracts and events make up the rest of our revenue and fuel our programming and operations. The breadth and depth of our work requires a nimble professional who is comfortable with a wide array of audiences and people from philanthropists and corporate CEOs to factory workers and community volunteers.

The Development Coordinator plays an important and visible role within UWGNB and drives fundraising strategy and philanthropic revenue generation. Every United Way of Greater New Bedford staff member serves as an ambassador for the organization, demonstrating a culture of fundraising, service and volunteer engagement. The Development Coordinator will lead the efforts to leverage our philanthropic potential and establish goals for donor identification, cultivation, solicitation and stewardship- all leading to the achievement of increased levels of support.

The ideal candidate is a dynamic, energetic, results-oriented self-starter. They are an inclusive member of the team with strong interpersonal and relationship building skills. They thrive in a dynamic environment and are able to work on various projects simultaneously. Must have superb written, verbal, and presentation skills.

Key Responsibilities:

- Serve as staff liaison to Development Committee, a core board committee focused on overall development strategy
- Build, engage, and support a Campaign Cabinet to support annual Campaign goals
- Manage the annual Campaign and participating workplace campaigns with nearly 100 local corporations and other entities including coordination, management and delivery of corporate site presentations (onsite and virtual)
- Craft bold, compelling proposals and grant applications that highlight our programmatic needs and

- explore new opportunities, collaborating with other key department stakeholders
- Develop and lead annual appeal strategies and plans focused on increasing giving
- Identify, build, and manage a portfolio of donors through donor segmentation, cultivation, solicitation, and stewardship of current and prospective donors with a focus on moving loyal donors to leadership levels
- Secure and grow sponsorships for events and programs
- Deepen UWGNB's pipeline of future individual and corporate supporters; cultivate future supporters individually and by demographic, geographic and industry segments
- Increase giving and membership in the Business United Circle for small businesses
- Support UWGNB's leadership and major donor program by increasing membership in our Navigator Society (donations of \$1,000 or more)
- Support VP of Marketing and Community Engagement to create a giving program customized for volunteers
- Support VP of Marketing & Community Engagement to develop impactful, mission-focused donor outreach and fundraising collateral
- Support Women United Director in identifying prospective donors for fledging affinity group
- Work closely with Administrative Assistant to ensure accurate database and timely donor stewardship
- Create and prepare development reports and information for UWGNB meetings, including the Board of Directors
- Communicate regularly with donors, volunteers and staff on fundraising activities and updates
- Work in collaboration with team on annual special events
- Participate in professional development activities to maintain up to date knowledge of United Way, fund development, stewardship best practices and giving trends
- Attend various networking events in the community while serving as an ambassador for UWGNB
- Serve on appropriate committees as assigned by the President & CEO
- Perform other duties as assigned by the President and CEO

Requirements: Bachelor's degree from a four year college or university and/or combination of equivalent employment and education experience required. Candidate must have at least five years' work experience in non-profit fundraising, business development and/ or sales. Knowledge of strategic planning, successful public speaking, and training/facilitation experience required. Experience using donor management software a plus. Valid driver's license and personal vehicle required. Position requires extensive local travel and occasional evening and weekend appointments. *UWGNB requires new hires to be fully vaccinated against COVID-19.*

**Candidates should email resume and thoughtful cover letter with salary requirements to liveunited@unitedwayofgnb.org by August 5th.
Please list subject as *Development*.**