



Relationship & Annual Giving Manager (20 Month Contract)

Position Overview

Reporting to the Development Director, the Relationship & Annual Giving Manager works to sustain and grow revenue to power United Way Guelph Wellington Dufferin (UWGWD)'s role in a shared responsibility for social good. As part of the development team, the Relationship & Annual Giving Manager's primary responsibilities include planning and implementing annual giving activities including direct mail, digital asks and donor acquisition, leading GenNext donor engagement initiatives and managing and supporting workplaces during the annual workplace campaign.

Why Join Our Team?

Here's what some of our current staff have to say about working at United Way Guelph Wellington Dufferin:

"It is the feeling that everyone has your back and that everyone genuinely cares about one another. It's about how we are humble and respectful. It's knowing all of this and knowing we are making a difference in the communities we serve."

"I love building and strengthening relationships with organizations and community members to work together to ensure everyone in our community is able to receive the supports they need to thrive. I love being able to share impact and take action on the most pressing issues in our community."

"I love working at United Way because I feel a great sense of purpose in the work we do. I also love working with our team - they are some of the most passionate, hardworking and talented people I know and I learn from them every day. Finally, I love that we genuinely care about each other and foster an environment of inclusivity where everyone is valued for who they are."

Role Responsibilities

- Plan and execute annual giving activities including year-round solicitations (mail and digital) and campaigns targeting diverse constituents with a focus on increasing annual giving.
- Manage and support workplaces during the annual workplace campaign including goal setting and campaign strategy, monitoring progress and adjusting plans as needed and completing a post campaign evaluation.
- Lead the GenNext Committee by helping plan impactful meetings, events and initiatives that further engage young professionals and increase their interest in volunteering with and supporting United Way.
- Recruit and engage with key volunteers and build strong, mutually beneficial relationships ensuring they have the knowledge and tools to be successful, including the campaign toolkit, and that they understand the impact of their support.
- Work with the Community Engagement Manager to enhance individualized and impactful donor communications and stewardship to increase engagement on social issues and help donors understand the impact of their gift.

- Conduct ongoing internal and external prospect research to identify new opportunities to cultivate and expand partnerships and fundraising within the community, particularly by identifying planned giving and major giving prospects.
- Support the implementation of the fundraising strategy to maximize and diversify revenue by enhancing current, and implementing new, revenue streams including but not limited to estate & planned giving lead generation, 50/50 online raffles, monthly giving and sponsorship.
- Effectively use our CRM (currently Andar) to capture donor data, plan and monitor fundraising effectiveness.
- Attend key community events and activities as a way to promote the UWGWD mission, vision and core values becoming a defined community ambassador for United Way.
- Manage and support co-op students during work terms.

Requirements

- A strong track record with 2+ years of experience in fundraising with direct experience in annual giving programs.
- Excellent oral and written communication skills, with the ability to communicate passionately to inspire community support and impact, and a strong attention to detail.
- Experience using a CRM system with knowledge and experience of data analytics and data segmentation to optimize an annual giving program.
- Adept with technology including experience with Office365, design tools, such as Canva and digital marketing (web, social media, and e-newsletters) and online fundraising tools.
- Champions anti-racism/anti-oppression, diversity, equity and inclusion and applies this lens to your work.
- A driver's license and access to a vehicle.

Desired Characteristics

- Knowledge of giving trends and in particular engaging with younger donors.
- A self-starter who is results-driven to initiate fundraising/sponsorship calls and who is focused and motivated to meet/exceed financial targets.
- Display a positive attitude, show concern for people and community, demonstrate presence and self-confidence.
- Strategic and collaborative; a team player and builder with a commitment to creating a positive and inclusive working environment.
- Ability to multi-task and pay attention to detail, accuracy, timelines and quality of work at all times.
- Knowledge of pressing social issues and non-profit organizations in the communities of Guelph, Wellington County and Dufferin County is considered an asset.
- As of June 2022, United Way suspended their COVID-19 vaccination policy. The Board of Directors reserves the right to reinstate it at a future date, if deemed necessary, based on Public Health guidance.

Here's what we have to offer

- A full-time (35 hours/week) contract position (20 months) with a salary range of \$57,900 - \$63,000 (Inclusive of \$150/month in lieu of health & dental benefits). 3 weeks paid

vacation, opportunities for training & development, and 12 paid days of personal time off to support the full scope of employee wellbeing.

- Paid statutory holidays include September 30 (National Day for Truth and Reconciliation Day) and three float days for other dates of personal or religious significance.
- A supportive, positive and engaging environment with a flexible and lifestyle-friendly atmosphere which includes hybrid work. We encourage the practice of No Meeting Fridays to allow time for project work.
- The opportunity to be part of a team tackling complex community issues, growing our revenue and impact, and making our community better for everyone.

How to apply

United Way Guelph Wellington Dufferin hires based on merit, is strongly committed to equity and diversity, and providing a welcoming and inclusive workplace. We especially welcome applications from Indigenous persons, visible minority group members, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

United Way Guelph Wellington Dufferin will provide accommodation to applicants with disabilities. If you require an accommodation(s) to participate in the application, interviewing, or selection process, please contact info@unitedwayguelph.com.

To apply please submit your cover letter demonstrating your excitement for this opportunity and your resume [through Charity Village](#). Applications will be reviewed on a rolling basis until the position is filled. We look forward to hearing from you!