



Nonprofit Consultants

EXECUTIVE SEARCH CONSULTANTS

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**SENIOR VICE PRESIDENT, COMMUNITY GIVING AND FUNDRAISING
UNITED WAY OF ALLEGHENY COUNTY, PITTSBURGH, PA**



PERFORMANCE PROFILE

This is an exciting senior position for an accomplished, passionate and entrepreneurial development professional to leverage their creative flair for the benefit of the community. United Way has long enjoyed solid corporate partnerships, brand recognition, and the community capital to create and implement a strategic impact agenda. The agency is now seeking someone to help expand existing fund development vehicles and work to develop avenues of community partnership, support and development in this newly created position. If you have a history of successfully developing and implementing innovative fundraising approaches, and motivating development staff to achieve greater quantifiable outcomes, we'd like to speak with you about this exciting new opportunity.

BACKGROUND

The United Way of Allegheny County is a change agent and efficient community fundraiser that improves lives by addressing critical community needs. By convening diverse partners and investing in programs and people to advance solutions, United Way creates long-lasting change and helps children and youth succeed, strengthens and supports families by promoting financial stability, ensures the safety and well-being of vulnerable seniors, and provides county-wide access to information and referral sources meeting basic needs.

The United Way of Allegheny County has a long standing and trusted reputation of raising funds that directly impact the health and well being of residents in our region. Today the organization raises approximately \$34M through a multitude of approaches, has a staff of 50 professionals, enjoys strong corporate and individual relationships, and is able to direct a high percentage of gifts directly to nonprofits.

As the community's fundraiser, United Way streamlines the process of getting funds to agencies that are measurably impacting critical community needs. Our United Way has successfully worked to reduce overhead and ensure that as much as 88% of every gift directly supports organizations performing this vital work. United Way impacts what matters in the community to create lasting change in people's lives. The organization has successfully developed Community Initiatives addressing:

- Motivating kids to succeed in school
- Preventing youth violence
- Helping frail elderly and disabled adults

Additional information on the United Way of Allegheny County can be found at <http://www.unitedwaypittsburgh.org/>

POSITION OVERVIEW

The Senior Vice President, Community Giving and Fundraising (SVP) is the organization's chief fundraising strategist and provides overall direction to workplace giving, major gifts, marketing, communications, corporate relations, and planned giving. Working closely with the Board and President, this position is responsible for planning and formulating growth oriented fundraising strategies for campaigns and the development of new revenue streams. The SVP provides leadership, direction, and evaluation of staff in meeting the goals and objectives of the United Way of Allegheny County (UWAC). The SVP enhances relationships with existing corporate partners and donors and engages new and prospective partners and donors to maximize donations. This position reports directly to the President and CPO and is a member of the Senior Management Team. The SVP's major responsibilities include:

Fundraising

- Developing, recommending, and implementing strategic and entrepreneurial fundraising tactics designed to maximize campaign results.
 - Analyzing current business trends and previous campaign results and recommending changes in fundraising strategies and tactics as needed.
- Providing direct management of relationships with key corporate leaders and highest-level donors and developing new relationships with prospective partners.
- Develop major gifts of over \$50,000 that can help United Way advance its community change agenda. This will be done by: identifying corporate prospects and highest level donors, researching their areas of support, cultivating relationships with key gatekeepers, preparing proposals, making the case for their participation, and managing the relationships.

Managing and Leading

- Maintaining a climate to attract, motivate, develop and retain a high caliber fundraising team as well as providing appropriate coaching and mentoring.
- Leading staff in the development of individual annual work plans outlining goals, key strategies, and tactics and holding staff accountable for executing and achieving UWAC resource development goals.

Collaborating

- Actively participating and collaborating on UWAC's leadership team.
- Partnering with staff and other UWAC departments to make the best case for successful fundraising.
- Effectively partnering with the Board of Directors and other volunteer leaders to successfully design and achieve the agency's fundraising goals.

Marketing and trends

- Oversee and manage the creation and development of all solicitation, marketing, media and collateral materials related to workplace, fundraising, and corporate partnerships.
- Keep abreast of current economic, philanthropic, political, legislative, technical, and general community and business trends that may affect the organization and its relationships in the community. Recommend appropriate organizational responses to conditions.

PERFORMANCE OBJECTIVES

It is anticipated that once the person hired into this position has been fully trained and acclimated to the organization they will be able to achieve goals similar to those indicated below:

- Provide strategic leadership for the major gifts and workplace team, Create an environment of success for major gifts that include effective management of staff, strong follow up with donors and identifying new opportunities for giving
- Develop and execute a strategic plan for multi-year growth of revenue generated from major gift donors.
- Personally manage a significant portfolio of leading major gift donors/prospects. Develop and manage the fundraising strategy for these donors with primary responsibility for cultivation, solicitation and stewardship.

KNOWLEDGE, SKILLS AND ABILITIES

The ideal candidate will have proven success in securing six figure gifts and managing a major gifts team. This person will be an experienced mentor who can provide vision and motivation for the fundraising/development department and who has proven success securing and increasing revenue from multiple sources. He or she should have at least ten years of sales or fundraising, and management experience in either a for-profit public/private company or nonprofit organization. Educational credentials should include a Bachelor degree in sales, marketing, communications or business administration or a related field.

The SVP will be an energetic, persuasive, confident, salesperson and leader who has an understanding of and passion for the mission of UWAC and can sell community change. This person will be creative with an

entrepreneurial and competitive spirit and a desire to win; be self motivated, have exceptional interpersonal and presentation skills; preferred candidates will have experience in working with a Board of Directors to further fundraising goals. In addition, the ideal candidate should demonstrate the following:

Sales and Business Development: This candidate will have significant (ten or more years preferred) experience in fundraising or corporate sales, including demonstrated success in asking for and closing major gifts and maintaining long-term relationships with individuals and corporations. Will have a record of achievement as a major gift fundraiser, including the identification, solicitation, and stewardship of \$10,000+ donors; must have exceptional consultative sales skills and experience including ability to network and strong sales management, coaching, and motivational skills. Will not be shaken by rejection and can take personal responsibility when things don't go well.

Managing and Leading: The ideal candidate should have a transparent leadership style and be good at delegating and highlighting the work of others. Must be comfortable making decisions within a consensus building culture, but will also have the ability to prioritize and push back when necessary in order to meet ambitious growth goals. Requires an extensive supervisory experience of professional staff – demonstrating an ability to effectively lead, inspire, mentor, and develop a goal-oriented staff to achieve optimal results.

Proven Results: Will have: a proven track record of exceeding sales goals and a bottom-line orientation; evidence of the ability to consistently make good decisions through a combination of analysis, wisdom, experience, and judgment; persistence and problem solving and creative resourcefulness.

Action Oriented: Enjoys working hard and looks for challenges; able to act and react as necessary, even if limited information is available; a bold risk-taker who is not afraid to take charge of a situation; can overcome resistance and is willing to take unpopular stands when necessary.

Strategic Vision and Agility: Ability to think strategically, anticipate future consequences and trends, and incorporate them into the fundraising plan.

Leadership and Organization: Exceptional capacity for managing and leading people; a team builder and team player with the ability to connect to staff and board both on an individual level and in large groups; capacity to enforce accountability, develop and empower top-notch leaders from the bottom up, cultivate entrepreneurship, and learn the strengths and weaknesses of the team so as to put people in a position to succeed.

COMPENSATION

This position has an attractive compensation and benefits package, consistent with other senior development positions in organizations of similar size, scope and scale.

TO APPLY

Individuals wishing to discretely discuss this role may contact Michelle Heck, Dewey & Kaye, 412.434.1335 or mheck@deweykaye.com. Qualified individuals may apply confidentially by submitting resume, cover letter and compensation requirements as MS Word attachments to: resumes@deweykaye.com. Please reference the following in the subject line of your email: **Senior Vice President - Development, UWAC (#159-MH687)**.

Candidates must submit materials no later than Friday, February 19, 2010. If you do not receive an email confirmation of your submission within 3 business days, please call Dawn Kopp at 412-434-1335. Please direct all inquiries related to this position to Dewey & Kaye.

The United Way of Allegheny County is an Equal Opportunity Employer. The United Way of Allegheny County treats applicants and volunteers without regard to their race, or color, ancestry, national origin, age, sex, disability, marital status or veteran status.