

Job Title: Director of Major Gifts
Department: Philanthropy
Reports to: President/CEO
Status: Exempt, Full-Time



United Way of the Lowcountry



ABOUT US

United Way of the Lowcountry unites the community to identify and solve our most critical issues. We are dedicated to improving people's lives and creating community-level change. Our work includes leading cross-sector collaborations, advocating for public policy changes and investing in programs that create opportunities for members of our community to achieve self-sufficiency. United Way of the Lowcountry currently partners with corporate, foundation, individual, and government funders to address the community's most pressing needs and drive sustainable results. In Beaufort and Jasper counties, we're working to create a brighter future for all. We do this in two ways: by providing essential services that meet the immediate needs of our most vulnerable residents and by investing strategically in education and economic mobility programs.

POSITION SUMMARY

The Director of Major Gifts works with our executive leadership team to raise United Way of the Lowcountry's resources, visibility, and relevance in our community and will be part of this dynamic team focused on raising over \$5 million per year. The Director of Major Gifts is responsible for managing a portfolio of major gift donors and prospects and is directly responsible for executing strategies that result in major gifts of \$10,000+, and transformational gifts of \$100,000+ by driving fundraising efforts and cultivating strong relationships with individual donors and major gift contributors. This role is focused on identifying, cultivating, and expanding individual, family, and private foundation gifts. The position leads the United Way's Tocqueville Society (\$10,000+ annually), individual giving programs, legacy giving, and endowment giving. Reporting to the President and CEO this position will serve as a key member and leader of the Philanthropy Team.

PRIMARY DUTIES AND RESPONSIBILITIES

1. *Fundraising Strategy Development:*

- Collaborate with the Director of Philanthropy and the President & Chief Executive Officer to set fundraising targets, monitor progress, and evaluate outcomes.
- Develop and implement strategic plans to generate growth for individual giving, major gifts, planned giving, and endowment fundraising initiatives in alignment with organizational goals.
- Identify potential new donors and funding opportunities to expand and diversify United Way's revenue stream.
- Work with the marketing & communications team to create development materials, tools, and other necessary collateral supporting major gifts, grants, legacy giving, and endowment efforts.

2. *Major Gifts and Donor Cultivation:*

- Cultivate and maintain a portfolio of relationships with individual donors, families, private foundations, and other major gift prospects ensuring regular communication, cultivation, and engagement to secure significant contributions.

- Establish and implement the infrastructure needed to grow the solicitation of major and planned gifts.
- Develop and direct major giving strategies to retain existing donors and re-engage lapsed donors in tandem with Executive Leadership and the Board.
- Work closely with board members and senior leadership to identify and involve key stakeholders in donor cultivation efforts.
- Nurture strong relationships that develop the knowledge and understanding of each donor or prospect's background. Create a personalized, tailored approach for each donor using robust stewardship practices ensuring their continued engagement and investment in the organization.
- Grow and reimagine the Tocqueville Society. Manage a portfolio of up to 150 current and prospective Tocqueville Society donors.
- Collaborate with Community Impact team to align donor interests with CI strategies and opportunities.

3. *Endowment and Legacy Giving:*

- Develop a comprehensive planned giving and endowment giving program in partnership with the President and CEO and volunteer leaders.
- Identify and research potential new donors, including individuals, families, and foundations, interested in supporting the organization's endowment.
- Educate donors and professional advisors about the benefits and mechanics of legacy giving, including tax advantages, estate planning strategies, and charitable gift vehicles.
- Collaborate with leadership to integrate legacy giving into broader fundraising initiatives and campaigns, ensuring consistency and alignment with organizational goals.
- Develop and implement donor recognition programs for legacy donors, including honor societies, memorial tributes, and other forms of recognition.
- Stay informed about current trends, best practices, and regulations related to endowment management, planned giving, and legacy philanthropy.

4. *Metrics:*

- Share portfolio report and fundraising metrics with the President & CEO and the Philanthropy Team.

5. *Collaborative Partnerships:*

- Collaborate with various departments within the organization to align fundraising efforts with programmatic initiatives and community impact goals.
- Partner with Director of Marketing on development of collateral materials.

EDUCATION AND EXPERIENCE

- A bachelor's degree or its equivalent is required. A master's degree or other advanced degree in a related field is preferred.
- CFRE Certification preferred.
- 5 or more years of professional work experience in a fundraising, development, sales, or marketing capacity with demonstrated results in meeting ambitious major gift fundraising goals.

- Demonstrated skill and comfort in building relationships with board members, major donors, corporate executives, and government and community leaders.
- Facilitation and presentation skills and experience.
- Experience in working effectively in multicultural environments.

KNOWLEDGE, SKILLS & ABILITIES INFORMATION

- Knowledge of and experience with the Beaufort and Jasper counties philanthropic community desired.
- Strong executive presence and professional demeanor.
- Track record of securing 6- and 7-figure major gifts
- Excellent organizational, project management, and time management skills.
- Strong interpersonal, communication, and relationship-building skills, with the ability to engage and inspire donors around giving opportunities.
- Superior ability to develop and sustain positive relationships with individuals of high net worth.
- Excellent collaborator and team member, ability to work well with individuals at all levels of the organization.
- Innovative, creative, and strong ability to execute new strategies to exceed revenue goals.
- Ability to set expectations, establish priorities and manage multiple projects in a fast-paced development department.
- Outstanding written communication skills—for proposal preparation, communications with donors, and reports (such as newsletters and annual reports)—and oral communication skills for individual and group interactions and presentations.
- Self-motivated and creative.
- Proficient in Microsoft Office Suite.

BENEFITS

- Employer-subsidized healthcare plan.
- Employer paid group dental, vision, and life insurance for employee.
- Other voluntary insurance plans are available.
- 401(k) retirement plan with employer contribution.
- Paid holidays, vacation, and sick leave time.
- Four day work week from Memorial Day – Labor Day.

United Way of the Lowcountry is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, disability, age, sexual orientation, gender identity, national origin, veteran status, or genetic information. United Way of the Lowcountry is committed to the full inclusion of all qualified individuals. As part of this commitment, UWLC will ensure that persons with disabilities are provided reasonable accommodations if reasonable accommodation is needed to participate in the job application, interview process, or to perform essential job functions, and/or to receive other benefits and privileges of employment.

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