United Way Quad Cities is one of the largest nonprofit funders in the Quad Cities, responsible for private investment into programs to improve education, income and health and advance equity. A central component of this work is educating, engaging and inspiring the community to provide the resources to fund this mission each year.

The Campaign Associate supports and advances the United Way Quad Cities (UWQC) mission of mobilizing people and resources to improve lives by serving as an extension of UWQC’s Resource Development team, building effective relationships with donors and volunteers to plan and implement a continuous engagement plan, which supports and leads to a successful annual fundraising campaign. This position maximizes fundraising growth through the annual campaign with concerted, collaborative efforts among assigned areas and organizations via self-initiative, volunteer engagement, and working with other Resource Development team members as applicable.

The ideal candidate will have a dynamic, organized, and high energy approach to achieve results and a keen interest in the organization’s mission and success in our community in the areas of education, income, and health. A diligent and exceptional customer service enthusiast will be successful in this role who highly values the importance of team work and collaboration.

Convey the needs of the community to encourage individual contributions, advocacy, community and volunteer involvement. This outward facing role will require the candidate to be a leader who demonstrates the ability to build strong, mutually beneficial relationships.

Engage in the community with both large and small businesses to reach revenue goals, to connect the community in United Way’s work, and to create a consistent, positive experience for donors and organizations at every touch point.

**ESSENTIAL JOB FUNCTIONS:**

- Execute the fundraising plan established by the Resource Development Team.
- Meet established engagement and fundraising goals as they relate workplace campaign plans.
- Manage a diverse portfolio of corporate partner accounts which includes working with employee and executive leaders who lead fundraising campaigns within their companies.
- Provide fun and creative ideas to help companies engage employees in campaign activities.
- Schedule, plan, create PowerPoint presentations, draft talking points and scripts and produce a run of show for campaign activities.
- Develop and implement goals, objectives and strategies for business partner management and communications program for an assigned portfolio.
- Become well versed in United Way of the Quad Cities’ mission and vision and advocate those ideas to the organizations within assigned business partner portfolio.
- Communicate with conviction the United Way of the Quad Cities rally speech to business partners and explain how their campaign dollars will impact the community.
• Attend planning meetings, kickoff rallies and special events of assigned business partners.
• Drive the execution of business partner engagement plans and manage the action steps and results from these efforts.
• Work effectively with other functions at United Way to be able to provide appropriate support and value to partners. Leverage relationships to create additional opportunities with other organizations and individuals. Complete virtual or face-to-face meetings weekly with business partners and prospects throughout their assigned accounts in order to expand United Way’s influence within each organization.
• Provide written evaluations of each assigned business partner with an analysis of campaign strategies, results and recommendations to adhere to all Constituent Relationship Management (CRM) guidelines.
• Attend all scheduled team meetings and trainings as assigned.
• Mandatory attendance at some UW events.
• Support strategies to increase giving and engagement with donor networks.
• Prepare, analyze, research, and review data for use in reports, presentations, graphs, for business partners.

**Education Requirements/Experience:** A Bachelor’s Degree in sales, marketing or fundraising or an equivalent combination of education and work experience in a related field. Experience in sales or fundraising is preferred with strong relationship skills that generate motivation in others to advance the organization’s mission.

**COMPETENCIES:**

**Competencies for all UWQC Staff:**

- Mission-Focused
- Relationship Oriented
- Collaborator
- Results-Driven
- Brand Steward

**Functional Competencies:**

- **Generates Revenue Through Appropriate Asks:** Identifies new ways to drive and generate revenue; Identifies strategies and opportunities to best engage donors; Proactively identifies and qualifies individuals and groups to give to/support United Way; Asks for money and closes the deal.
- **Is Ambitious and Focused on Winning:** Sets ambitious yet realistic goals; Persists when facing obstacles and comes back with a new approach and strategy to succeed; Conveys energy and passion about United Way’s work and mission; Is self-directed; Holds oneself accountable.
- **Persuades and Influences Donors:** Listens to the needs, interests and passions of the donor with an eye towards connecting them with United Way community work; Expresses empathy and consideration for donor/partner needs; Identifies, engages with, adapts to and influences various types of people and organizations; Promotes an idea or vision effectively.
• **Stewards Donors:** Recognizes the power of effective stewardship (thanking donors, informing them about the impact of their gift, keeping them apprised of progress on the community work it is intended to address and deepening the relationship) and develops and implements plans to steward donors of all giving levels.

• **Takes Initiative:** Recognizes and capitalizes on emerging opportunities; Recommends new ways of doing business; Meets donor needs in new ways; Stays current and anticipates market trends and technology that improve knowledge, communications and interactions.

• **Manages Data, Analytics, and Research:** Manages donor data efficiently and accurately such as inputting donor visit notes, updating annual donor roster names and contact information, resolving conflicting data and information, producing ongoing donor and prospect research, recording donor communications as well as contact, biographic and preference information in donor database; Identifies and researches lapsed donors and works to re-engage these donors.

• **Presents to the Donor:** Creates and presents written or verbal information about donor options in a professional and compelling way; Leads and navigates discussions that result in mutual satisfaction and benefit; Addresses donor questions and objectives; gains donor commitment in a timely manner.

**EXPERIENCE/OTHER REQUIREMENTS:**

• Strong leadership and effective communication skills: public speaking, written and phone

• Ethical, trustworthy, and professional

• Enthusiastic, self-directed, team player

• Prioritize, manage multiple projects, define problems, make decisions and track results

• Basic math skills; proficient in Microsoft Word, PowerPoint, Publisher and Excel

• Willing to work a flexible schedule

• Must have own vehicle and a valid state driver’s license/insurance

The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. I have read this job description and understand it and have received a copy.

_____________________________________________  _________________________________________
Employee’s Signature  Supervisor’s Signature

________________________________________________________________  _______________________________________________________________________
Date  Date