

## Relationship Manager, Leadership Giving

**SALARY:** \$68 - 70K DOE

### **OVERVIEW:**

The Relationship Manager, Leadership Giving will lead the creation and execution of strategies to recruit and steward members of United Way of Greater Houston Leadership Giving groups, including Chairman's Club, Impact Circle, and Leadership Circle. Donors within these groups gift United Way between \$1,000 - \$9,999. The Relationship Manager is responsible for directing the volunteer steering committee that oversees the activities of these Leadership Giving groups and works closely with the Senior Director and Advancement team to implement these strategies. Additionally, the Relationship Manager is responsible for setting and achieving annual fundraising goals for the Chairman's Club, Impact Circle, and Leadership Circle with a focus on donor acquisition, donor retention, donor growth, and donor engagement.

### **PRINCIPAL DUTIES & RESPONSIBILITIES:**

**Fundraising:** Set and achieve goals for assigned engagement groups including Chairman's Club, Impact Circle, and Leadership Circle. Goals will include overall dollars raised, donor retention, donor acquisition, and donor growth for each group. Goals for membership will be set and will include specific targets for member retention and new members. Design metrics and strategies to measure and determine success within each engagement group. Work closely with the Advancement team and volunteers to ensure coordination of fundraising efforts. Craft fundraising strategies for individuals within Leadership Giving groups and facilitate moves management. Support Advancement team in representing Leadership Giving groups to achieve fundraising goals.

**Donor Engagement and Stewardship:** Responsible for creating and driving innovative strategies that will optimize donor experiences for members of the UWGH Chairman's Club, Impact Circle, and Leadership Circle. Strategies will include, designing and managing programs and events that promote engagement, while creating meaningful opportunities that inspire members to be part of the United Way movement. Work cross-functionally within the Advancement team to ensure the execution of dynamic events that engage existing members while also appealing to prospects and potential new members. Create event programming and communications, and market events to appropriate donor groups to ensure successful attendance goals. Track and steward donors before and after events. Regularly assist team members with event planning and staffing. Evening and weekend work is required on occasion.

**Volunteer Management and Stewardship of Assigned Engagement Groups:** Manage the Chairman's Club, Impact Circle, and Leadership Circle committees and volunteer leadership

structures. Provide meaningful and substantive leadership opportunities for volunteers. Recruit volunteers to participate in the UWGH leadership structure, including all Committee Chairs and Steering Committee members. Provide guidance, strategies, and data driven analysis to volunteers, and oversee committee meetings. Responsible for all administrative duties necessary for the efficient management of Chairman's Club, Impact Circle, and Leadership Circle volunteer groups and committees. Inspire, motivate, and create opportunities that empower volunteers to achieve their goals.

**Constituent Relationships:** Work with the UWGH Mission and Strategy team to identify, develop, and implement opportunities that communicate community impact, UWGH goals, and priorities to constituents. Be knowledgeable about UWGH work in the Greater Houston area and be an effective and compelling communicator of UWGH's positive community impact.

### **Qualifications**

Education: Bachelors or better in Business Administration or related field.

Required Experience

3-5 years:

Demonstrated history of successful fundraising, sales, or relevant experience along with strategy development, preferably in a nonprofit fundraising organization. Experience with data management, direct mail, and digital fundraising campaigns is preferred. Excellent written and verbal communication, data management and analysis, planning, project management and performance evaluation skills required. Ability to think strategically and cultivate strong relationships essential for success.

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