

Relationship Manager, Affinity Groups

SALARY: \$68-70K DOE

OVERVIEW:

The Relationship Manager is responsible for the creation and execution of fundraising, relationship building, and donor engagement strategies for the United Way Women's Initiative and Stay United (retiree network) affinity groups. The Relationship Manager will work closely with the Sr. Director of Leadership Giving and the Advancement team to implement these strategies, as well as work across departments in the organization to accomplish organizational goals. Additionally, the Relationship Manager is responsible for setting and achieving annual fundraising goals for the Women's Initiative and Stay United affinity groups with a focus on donor acquisition, donor retention, donor growth, and donor engagement.

PRINCIPAL DUTIES & RESPONSIBILITIES:

Fundraising: Set and achieve goals for the UWGH Women's Initiative and Stay United affinity groups. Goals will include overall dollars raised, donor retention, donor acquisition, and donor growth. Design metrics to determine success within each affinity group. Work closely with the Advancement team and volunteers to ensure coordination of fundraising efforts. Craft fundraising strategies for individuals within affinity groups and facilitate moves management.

Donor Engagement and Stewardship: Responsible for creating and driving innovative strategies that will optimize donor experiences for members of the UWGH Women's Initiative and Stay United affinity groups. 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.

Volunteer Management and Stewardship of Assigned Engagement Groups: Manage the Women's Initiative and Stay United affinity group 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 monthly committee meetings. Responsible for all administrative duties necessary for the efficient management of the Women's Initiative and Stay United 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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