

Development Director



Reports to: Executive Director

Location: Western Wisconsin (La Crosse and surrounding counties)

Status: Exempt (Full-Time)

Organization: Great Rivers United Way

Position Summary: The Development Director is a key leadership position responsible for planning, managing, and executing Great Rivers United Way's (GRUW) annual fundraising efforts and long-term resource development strategy. This role builds strong, lasting relationships with individuals, corporate partners, foundations, and community organizations to generate revenue and support GRUW's mission to improve lives by uniting people and resources.

Key Responsibilities:

Fundraising Strategy & Execution

- Develop and implement comprehensive fundraising strategies to meet annual campaign goals and diversify revenue streams.
- Lead the annual workplace campaign staff, including solicitation planning, donor engagement, and campaign analysis.
- Cultivate and steward major donors, leadership givers, and corporate partners.
- Identify opportunities for planned giving and special initiatives.

Relationship Management

- Oversee the campaign coordinator, who is the primary liaison to corporate campaign coordinators, and work to establish relationships with community partners.
- Build and maintain positive, productive relationships with donors, volunteers, board members, and other key stakeholders.
- Represent United Way at community events, public speaking engagements, and donor recognition activities.

Team Leadership

- Manage and mentor resource development and community engagement staff and volunteers.
- Provide training and support for campaign volunteers.

Marketing & Communications

- Collaborate with the Marketing Director to ensure consistent, compelling campaign messaging across all platforms.
- Collaborate with the team on campaign materials, donor communications, and recognition programs.

Reporting & Analytics

- Track, analyze, and report on campaign performance and donor engagement metrics.
 - Ensure accurate donor records and timely acknowledgment of contributions.
-

Qualifications:

- Bachelor's degree in business, nonprofit management, communications, or a related field.
 - Minimum 5 years of fundraising, development, or sales experience – preferably in a nonprofit or community-based setting.
 - Demonstrated success in donor cultivation and achieving fundraising goals.
 - Excellent interpersonal, communication, and presentation skills.
 - Strong organizational and project management skills.
 - Proficient in CRM/fundraising software (e.g., Andar, Salesforce, or similar platforms).
 - Ability to work evenings/weekends as needed and travel locally.
-

Preferred Attributes:

- Passion for United Way's mission and a deep commitment to community impact.
 - Collaborative leadership style and a strategic, goal-oriented mindset.
 - Experience working with diverse populations and fostering inclusive environments.
-

Compensation: Salary commensurate with experience. Competitive benefits package included.

To Apply: Please submit a resume, cover letter, and references to mkwolf@gruw.org no later than May 30, 2025.

Salary Range: \$65,000-\$75,000