

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:

At Great Rivers United Way (GRUW) we mobilize the caring power of our community to improve lives and strengthen communities. The Development Director plays a critical leadership role in this mission – connecting donors, volunteers, and community leaders to opportunities that create lasting change.

This role is ideal for someone who thrives on building authentic relationships, sees fundraising as community-building, and wants their work to make a visible and measurable difference every day.

Key Responsibilities:

Fundraising Strategy & Execution

You will not just “raise funds” – you will build trust, inspire generosity, and help shape the future of our community.

- 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 staff who are primary liaisons to corporate campaign coordinators, and engagement work to establish relationships with community partners.
- Build and maintain positive, productive relationships with donors, volunteers, board members, and other key stakeholders.
- Represent Great Rivers United Way at community events, public speaking engagements, and donor recognition activities.
- Engage donors through storytelling, impact reporting, and personal connection.

Team Leadership

- Manage and mentor resource development and community engagement staff and volunteers.
- Provide training and support for campaign volunteers.
- Set the tone for the development team with innovative and effective fundraising efforts.

Marketing & Communications

- Collaborate with the marketing department to ensure consistent, compelling campaign messaging across all platforms.
- Collaborate with the team on campaign materials, donor communications, and recognition programs.
- Partner with agency leadership on strategy, goal setting, and innovation.

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 related fields.
- Minimum 3 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 some evenings/weekends as needed and travel locally.

Preferred Attributes:

- Passion for Great Rivers 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.

Our Culture

At GRUW, we believe people do their best work when they feel:

- **Empowered** to lead and innovate

- **Supported** through collaboration and shared responsibility
- **Connected** to the mission and to one another

We value open communication, flexibility, and a team-first mindset. Success here is collective – and celebrated as such.

Compensation: Salary commensurate with experience; minimum \$75,000. Competitive benefits package included.

To Apply: Please submit a resume, cover letter, and references to ahackbarth@gruw.org by Friday, May 22, 2026.