



Development Director

United Way Guelph Wellington Dufferin (UWGWD) is the largest investor in social services in our community, second only to government. We know that the social issues facing our community are challenging. We also know that the ways that people want to connect to make a difference in their community are changing. That is why we are adapting our approach and amplifying our shared impact. We will champion shared responsibility for social good, working year-round to build relationships and participation, strengthen partnerships and enable shared solutions to social issues.

Working under the direction of the Executive Director, and guided by the Strategic Plan, the Development Director works to power UWGWD by driving significant revenue growth and diversification through the development and implementation of impactful fundraising strategies.

About you

- You are energized by the opportunity to connect donors with impactful giving experiences.
- You are a true self-starter with a can-do attitude and are ready to move quickly to deepen engagement with our current donors and diversify our revenue. You value tried and true fundraising methods but also aren't afraid to innovate.
- You love data and technology and use it to drive your work.
- The idea of being part of collective strategies on complex issues like homelessness and our community's recovery from COVID-19 would make you excited to get out of bed each day.
- You think creatively and strategically but are also willing and able to roll up your sleeves to get work done.

Responsibilities

- Develop, implement, and maintain an overall fundraising strategy to maximize revenue for the annual campaign and diversify revenue by enhancing current, and implementing new, revenue streams including but not limited to direct mail, major gifts, planned giving and online giving.
- Develop and implement an annual campaign strategy incorporating annual goals, including campaign structure, specific plans and strategies for specific divisions, working closely with key accounts and completing a post campaign analysis.
- Lead one-time / strategic fundraising projects including the upcoming collective campaign for Permanent Supportive Housing.
- Working with the Community Engagement Manager, enhance individualized and impactful donor communications to increase engagement on social issues and help donors understand the impact of their gift.
- Recruit and inspire volunteers to increase our capacity for fundraising activities including the Campaign Cabinet, affinity groups and other committees.
- Cultivate meaningful, reciprocal relationships with existing and new supporters.

- Effectively use our CRM (currently Andar) to capture donor data, plan and monitor fundraising effectiveness.
- Work with the Executive Director and volunteers to facilitate training and mentoring in major gift fundraising.
- Set up appropriate monitoring mechanisms that ensure continued success and effectiveness of initiatives.
- Work closely with the Director of Community Engagement & Impact to ensure alignment and effectiveness of communication activities including the development of the key messaging and materials for the annual campaign (theme/case and signature elements such as a campaign video).

Management

- Help guide the organization as part of the team of Directors.
- Manage, coach, and motivate the Development Team to achieve and exceed fundraising targets, ensuring resources are maximized to their full potential.
- Participate in the annual budget process, projecting accurate revenue and expenses and plans to support projected targets.

Qualifications and Requirements

- A strong track record with 5+ years of experience in fundraising strategy development and implementation of campaigns, planned giving, major gifts, corporate support, direct mail, and online giving.
- Relevant post-secondary education, or an equivalent combination of education, training and experience.
- Champions anti-racism/anti-oppression, diversity, equity and inclusion and applies this lens to your work.
- Exceptional communicator who demonstrates strong presentation and negotiation skills; capable of networking, building partnerships and proven success in cultivating corporate support and major gifts.
- Highly proficient with CRM donor databases and online fundraising tools.
- A self-starter who is results-driven to initiate donor visits, fundraising/sponsorship calls and who is focused and motivated to meet/exceed financial targets.
- Display a positive attitude, show concern for people and community, demonstrate presence and self-confidence.
- Strategic and collaborative; a team player and builder with a commitment to creating a positive and inclusive working environment.
- Ability to multi-task and pay attention to detail, accuracy, timelines and quality of work at all times.
- Knowledge of pressing social issues and non-profit organizations in the communities of Guelph, Wellington County and Dufferin County is considered an asset.

Here's what we have to offer

- A full-time, permanent position with a salary range of \$69,000 - \$74,000 and generous benefits package (including opportunities for training & development, health benefits and RRSP contributions).
- The opportunity to be a key player in moving our [strategic plan](#) forward, growing our revenue and impact, and making our community better for everyone.

- A chance to be a member of a small team of superstars in a forward-thinking, lifestyle-friendly atmosphere.

How to apply

United Way Guelph Wellington Dufferin hires based on merit and is strongly committed to equality and diversity within its community and to providing a welcoming and inclusive workplace. UWGWD especially welcomes applications from Indigenous persons, visible minority group members, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.

If you require accommodations during the application process, please contact glenna@unitedwayguelph.com.

To apply please submit your cover letter demonstrating your excitement for this opportunity and your resume through [Charity Village](#) by March 14, 2021. Please note only qualified respondents will be contacted.