



Position Title: Manager, Affinity Groups

Reports To: Director, Leadership Giving

Purpose of Position

This fundraising position within the United Way of Northeast Florida Resource Development team is responsible for the achievement of revenue and engagement goals associated with the growth and development of the affinity groups: Women in Local Leadership (WILL), Atlantic Circle, and the Stein Fellowship.

Women in Local Leadership is comprised of more than 600 women who contribute \$1,000 or more annually and work together to create significant and permanent improvements in the community through leadership, philanthropy and advocacy.

Atlantic Circle is comprised of more than 800 individuals under 40 who contribute \$500 or more annually and are interested in professional and philanthropic growth.

In connection with Atlantic Circle, the Stein Fellowship is a multi-generational mentoring program that allows selected young professionals to establish a valuable relationship with a Tocqueville Society member (individual who gives an annual gift of \$10,000 or more to United Way) and mentor an at-risk 6th grade student through United Way's Achievers For Life.

General Duties and Responsibilities

Affinity Group Program Management:

- In partnership with the Director, Leadership Giving and other Resource Development team members, develop a multi-year plan increase the number of WILL and Atlantic Circle members while retaining current members.
- Implement a research-based engagement plan to involve and deepen the understanding, commitment and support of donors within Affinity Groups.
- Provide strategic direction to WILL and Atlantic Circle committees: plan meetings, recruit new members, provide direction for the year and staff all events. Additional support will include preparing agendas, assembling all key documents and PowerPoints, tracking RSVPs, taking minutes, etc.
- Manage Atlantic Circle's Stein Fellowship and Alumni Group: recruit new class of fellows and Tocqueville mentors, coordinate orientation and training, provide exceptional staff support the Stein Fellowship Tocqueville chair, plan annual Stein Fellowship Reception, organize educational forums and networking events, provide ongoing support to Stein Fellow class including United Way's Upstream initiative and additional engagement opportunities for alums.

- Develop/oversee mailings and communications to promote events and solicit annual gifts from members and prospects, including monthly updates about affinity group activities for marketing materials.
- Establish active online presence for affinity groups in conjunction with the Marketing team.
- Participate in speaking engagements about Affinity Groups and Leadership Giving engagement during trainings and company events, as needed.
- Assign ongoing tasks to the intern and oversee from concept to completion. Provide feedback and direction as needed.
- Track, maintain and provide reports on membership numbers and dollars raised from all affinity groups.
- Track, manage, and reconcile all purchases made within the Affinity Group budgets, and reconcile budget reports with the Finance department on a monthly basis.
- Provide monthly reports on volunteer hours (volunteer events, committee meetings, etc.).

Event Planning:

- Plan and execute more than 20 exemplary donor events per year in coordination with volunteer committees to demonstrate the mission and community impact of United Way. Design events to increase membership and deepen the relationship with donors.
- Develop and drive engagement and event plan for the year to include: maintaining budget, processing invitations, tracking RSVPs, managing the registration process, tracking attendance, and assuming responsibility for analysis and metrics of affinity group engagement throughout the year. Event preparation will also include helping with nametags, decor, food, materials, speaker and sponsorship coordination.
- Proactively assist with coordination and management of other Leadership Giving special events, meetings, and activities as needed.

Donor Relationship Management:

- Work closely with the campaign staff and United Way volunteers to identify companies to target for education on affinity groups and recruitment of new members.
- Actively engage donors and prospects through events designed to cultivate members and enhance relationships. Provide consistent follow-up post events to secure commitments or move relationships forward.
- Retain and cultivate a portfolio of volunteers, members and prospects. Personally initiate and cultivate ongoing and year-round one-on-one relationships with constituents that enhance the donor's commitment and lifetime loyalty to United Way.
- Consistently document key conversations with donors and other pertinent information into the database.

Position Requirements:

- Bachelor's degree required; Public Relations, Communications, or related field preferred.
- Related experience with an emphasis on fundraising, volunteer management, community outreach, networking, and marketing communications preferred.

- Demonstrated success in relationship management/fundraising, volunteer management and event planning, communication skills, and the ability to listen well.
- The patience and interpersonal skills needed to perceive and react sensitively to the needs and interests of potential donors.
- Skilled in initiating conversations and relationships with individuals while building rapport quickly to deliver results.
- Excellent interpersonal, verbal and written communication skills.
- The ability to inspire confidence in United Way volunteer leadership, staff, and potential donors.
- Sound judgment, discretion and commitment.
- Exceptional attention to detail.
- Creativity and marketing skills needed to promote the program to all constituents.
- Ability to work nights and weekends for events.
- Strong technical skills, or the ability to acquire such skills through professional training, coupled with the ability to convey major gifts concepts into laymen's terms.
- The successful candidate will be mature, highly motivated, team-oriented, with the highest ethical standards and ability to drive results.

The above statements are not intended to be all-inclusive, but rather are intended only to describe the key elements relative to each section of the description. This Position Description supersedes all descriptions previously written for the same position. Unique equivalent skills and experience may possibly substitute for required position requirements. Position is classified as exempt under FLSA.

United Way of Northeast Florida is an Equal Opportunity Employer and a Drug Free Work Environment.