

Job Description: Vice President of Philanthropy & Donor Engagement

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Reports to: President & CEO

Location: Bangor, Maine Office

Position Type: Full-Time, Exempt

Salary: \$72,000-\$84,000 (commensurate with experience)

Benefits: Generous benefits package including health insurance, retirement plan, paid time off, and professional development opportunities.

Overview:

The Vice President of Philanthropy and Donor Relations at Heart of Maine United Way (HoMEUW) is entrusted with strategic leadership in advancing the organization's mission through diversified revenue streams and effective fundraising strategies. Central to this role is the development and execution of comprehensive fundraising plans aligned with HoMEUW's goals, encompassing individual giving, major gifts, corporate partnerships, and workplace giving. This position plays a pivotal role in cultivating and stewarding relationships with donors, including individuals, corporations, and foundations, to ensure sustained engagement and support. The VP is a self-directed, energetic leader eager to develop and deepen relationships with individual donors, volunteers and corporate partners. Additionally, the VP of Philanthropy and Donor Relations provides mentorship and guidance to fundraising staff and volunteers, fostering a collaborative team environment. Through strategic leadership, donor cultivation, and community engagement, the VP of Philanthropy and Donor Relations drives HoMEUW's efforts to improve lives in Eastern Maine.

Key Responsibilities:

1. Strategic Leadership:

- Provide visionary leadership in the development and implementation of philanthropic strategies aligned with HoMEUW's mission and goals.
- Collaborate with the executive team to integrate philanthropy efforts into the organization's overall strategic plan.
- The VP of Philanthropy will provide the overall vision for a new, integrated, and comprehensive fundraising program, with a particular focus on building individual giving/major gifts, planned giving, and targeted campaigns.

2. Revenue Diversification:

- Lead efforts to diversify HoMEUW's revenue streams, including individual giving, major gifts, corporate partnerships, and grants.

- Identify opportunities for new funding sources and strategic partnerships to enhance financial sustainability.
 - Performing research and outreach to initiate and then cultivate new relationships, networks, and partnerships.
- 3. Fundraising Strategy and Execution:**
- Develop and execute comprehensive fundraising plans to achieve annual revenue targets, with a focus on maximizing donor engagement and retention.
 - Oversee the implementation of fundraising campaigns, events, and initiatives, ensuring alignment with organizational objectives.
 - Overseeing systems and track performance toward revenue goals to evaluate fundraising practices.
 - Regular reporting processes are established to measure the results of all giving activities and inform strategies.
- 4. Donor Cultivation and Stewardship:**
- Cultivate and steward relationships with individual donors, major gift prospects, corporate partners, and foundations to deepen engagement and secure ongoing support.
 - Design and implement personalized stewardship strategies to recognize and appreciate donors' contributions effectively.
- 5. Staff and Volunteer Engagement:**
- Provide guidance, mentorship, and support to fundraising staff and volunteers, fostering a collaborative and high-performing team culture.
 - Develop training programs and resources to empower staff and volunteers in effectively executing fundraising initiatives.
- 6. Community Engagement:**
- Serve as a visible and active ambassador for HoMEUW in the community, building and maintaining relationships with key stakeholders, including donors, partners, and local leaders.
 - Represent HoMEUW at community events, meetings, and forums to promote awareness of the organization's impact and engage with community members.
 - Develop and foster authentic relationships throughout the community.

Personal Attributes and Values:

At HoMEUW, we are guided by a set of core values that shape our culture and drive our mission forward. We seek individuals who embody these values and are committed to upholding them in their work. Collaboration and teamwork are fundamental to our success, and we value team members who actively contribute to a culture of teamwork and cooperation. However, we also recognize the importance of independence, initiative, and a strong work ethic. We value individuals

who take ownership of their work, demonstrate resilience, and are committed to making a meaningful impact in our community. Our ideal candidate embraces change, innovation, and continuous improvement, fostering an environment of creativity and adaptability. They act with empathy, compassion, and integrity, both in their interactions with others and in their commitment to ethical conduct. Additionally, they embrace opportunities for learning and growth, continuously seeking to enhance their skills and knowledge.

Qualifications:

- Bachelor's degree in nonprofit management, business administration, communications, public administration, or related field; Master's Degree preferred.
- Minimum of 8 years of experience in nonprofit fundraising, with a proven track record of success in strategic leadership and revenue generation.
- Demonstrated ability to develop and implement fundraising strategies that drive revenue growth and donor engagement.
- Demonstrated ability to build and maintain relationships with diverse stakeholders including donors, volunteers, and community leaders.
- Strong interpersonal skills with the ability to cultivate and steward relationships with diverse stakeholders, including donors, volunteers, and community leaders.
- Experience leading and motivating staff and volunteers in a collaborative team environment.
- Excellent communication skills, both written and verbal, with the ability to articulate HoMEUW's mission and goals effectively.
- Proficiency in Microsoft Office Suite and willingness to learn new software and tools.
- Highly organized with strong attention to detail and ability to manage multiple projects simultaneously.
- Ability to work independently and collaboratively in a dynamic, fast-paced environment.
- Knowledge of the Eastern Maine community and philanthropic landscape preferred.
- Proficiency in CRM database management and fundraising software.
- Commitment to HoMEUW's values and mission, with a passion for making a difference in the community.
- United Way experience is a plus but not required.