



United Way
of Greater Rochester
and the Finger Lakes

UNITED WAY OF GREATER ROCHESTER AND THE FINGER LAKES CAREER OPPORTUNITY

DONOR STEWARDSHIP COORDINATOR

SUMMARY

The Donor Stewardship Coordinator is a creative, detail-oriented, technically skilled self-starter who actively supports the operation, activities, and functions of the Individual Giving Program and Leadership Giving Networks to ensure the goals and objectives on behalf of Resource Development and the United Way of Great Rochester and the Finger Lakes are accomplished effectively and efficiently.

The Donor Stewardship Coordinator works with the Individual Giving, Leadership Giving Network (“LGN”), and Marketing and Communications teams to support individual engagement opportunities to attract and retain donors at all levels of giving.

ESSENTIAL FUNCTIONS

- Creates a donor recognition strategy that aligns with organizational goals. Strategy to include:
 - Segmented series of personalized emails to new, lapsed, win-back, Leadership Giving Network, McCurdy Society, Loyal Donor Society and Tocqueville Society donors to support donor retention efforts.
 - Donor centric networking events and educational activities providing highlighting the impact of United Way of Greater Rochester and the Finger Lakes and its regional mission.
 - Download weekly reports, maintain tracking sheets, update Salesforce, upload lists, send emails, track email analytics.
- Works collaboratively with the Marketing and Communications department for the planning, coordination, and execution of all cultivation and stewardship events, both in-person and virtual, such as Leaders United and Leadership Giving Network receptions, dinner, presentations, and more:
 - Request invitation list(s) from IT, secure list approval by Leadership Giving Network Coordinators, clean, sort, and prep list(s) for mail/email use.
 - Liaison with department partners, including Events Manager, Facilities, IT, Operational & Print Services, Community Impact, Finance, to ensure successful event planning.
 - Track all event RSVPs & maintain master event guest list(s)
 - Create nametags for events; attend events and manage registration table
- Maintains donor data to ensure accurate mailing lists and regular reporting to the Chief Development Officer (“CDO”), Executive Leadership Team and Board of Directors.
- Request mailing lists for special impact mailings/emails, stewardship reports, seasonal greetings. Secure list review & approval by CDO, gift officers, and LGN Coordinators. Clean, sort, and prep list(s) for mail/email use.

- Draft all gift acknowledgment letters and thank you phone-call lists on behalf of president and/or CDO; draft miscellaneous correspondence as required for President and/or CDO.
- Draft 2-3x/year gift acknowledgment letter/receipt content updates, including all on-line receipts, general gift receipts, specialized acknowledgement letters for CEOs and Major Donors, and specialty acknowledgments as needed (e.g. Day of Caring, niche campaigns, gifts-in-kind).
- Works across multiple departments to develop internal processes for communication, coordination and execution of Donor Engagement and Stewardship plans.
- Provides content to the Marketing and Communications department for social media mentions and webpage design and updates.
- Presents at public speaking engagements in the community to inspire philanthropy and community engagement through United Way.
- Consistently demonstrates the values and mission of United Way.
- Performs other duties as assigned.

SKILLS AND COMPETENCIES

- Collaborative/team player
- Conversant about United Way brand, philosophy, mission and background in order to convey and integrate brand messages consistently and appropriately in handling inquiries, questions and interactions with donors, volunteers, vendors, agencies and the public
- Ability to vary conversation style in order to best communicate with all stakeholders
- High learning agility especially for technology systems and web-based applications and data management
- Ability to work independently; self-starter
- Excellent organizational, written and communication skills
- Flexible, and adapt to change easily
- Mission and community-driven
- Strong interpersonal skills

EDUCATION AND EXPERIENCE

High School Diploma or equivalent with 2 years of administrative assistant experience; or equivalent combination of education and/or experience.

FLSA CLASSIFICATION: Non-Exempt

REPORTS TO: Sr. Director of Individual Giving and Strategic Fundraising Initiatives

SUPERVISORY RESPONSIBILITY

May supervise interns, consultants and volunteers.

TRAVEL

Local travel may be required.

United Way of Greater Rochester and the Finger Lakes

75 College Avenue • Rochester, NY 14607-1009 P. 585 242-6400 W. UnitedWayROCFLX.org

SALARY RANGE: \$28.97/HOUR – \$30.77/HOUR (STANDARD WORKWEEK IS 37.5 HOURS)

* The expected rate of pay for this position is shown above. Compensation offers are based on a wide range of factors including relevant skills, training, experience, education and, where applicable, licenses or certifications obtained. Market and organizational factors are also considered.

JOIN THE TEAM!

United Way of Greater Rochester and the Finger Lakes is a dynamic and collaborative work environment comprised of dedicated professionals who are driven to make our community a better place. Join our team and make an impact serving our region with your time and talent.

MISSION

Our mission is to unite the goodwill and resources of our community so that everyone can thrive. That means that our team is committed to working with local donors, businesses, not-for-profit program partners, municipalities and individuals to make this region stronger and more vibrant together.

VALUES

Our core values define who we are and how we serve our community. United Way and our team members are caring, collaborative, equity-driven, innovative, respectful, results-oriented and trustworthy. United Way strives to ensure employees and external partners feel valued, connected, and empowered.

CULTURE STATEMENT

We are committed to creating a welcoming environment that embraces, values, respects, and encourages people to show up as their authentic selves to produce their best work. Together we ensure that processes, policies, and practices foster fairness, belonging, and equity that reflect the views and values of all people within all levels of our organization.

WHAT WE OFFER

- Competitive financial and wellness benefits
- Generous paid time off, retirement plan, and other fringe benefits
- Hybrid working arrangements
- Opportunities to give back to the community in life-changing ways
- Paid professional development
- Team events and internal committees for connection opportunities and fun!

HOW TO APPLY

Candidates may apply online at:

https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=6378380

This job description lists only the responsibilities and qualifications deemed essential to the position in support of the ADA. Reasonable accommodations may be provided to enable individuals with disabilities to perform the essential functions. United Way of Greater Rochester and the Finger Lakes is an Equal Opportunity Employer. This policy prohibits discrimination based on sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, gender expression, disability, genetic predisposition, veteran status, or status as a member of any other protected group or activity.

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