

United Way of Virginia's Blue Ridge

Job Title: Director of Philanthropy
Department: Advancement
Reports to: Vice-President of Advancement
Status: Exempt, Onsite
Date: August 2026

Organization: The mission of United Way of Virginia's Blue Ridge is to improve lives by mobilizing the caring power of people in our community. By leading important initiatives and making strategic investments in health and human service partners, we work toward our goal of positively and sustainably changing community conditions.

For more information about United Way, please visit www.uwvbr.org.

Summary:

The Director of Philanthropy is responsible for discovering, cultivating and expanding significant donor relationships and stewarding major gifts across UWVBR's portfolio. This position develops and executes intentional relationship and moves-management strategies toward the achievement of growth, retention, participation and revenue goals for the organization. They plan and coordinate all aspects of fund development in accordance with UWVBR's mission and vision, with special emphasis given to Alexis de Tocqueville membership growth.

Responsibilities include providing leadership in fundraising initiatives including special events, major gifts, endowment, planned giving and supports top sponsorship acquisition. They are responsible for formulating a funding strategy and executing a development plan which deepens the commitment of existing donors, increases the number of overall supporters and creates opportunities for all to contribute to United Way's work in practical and meaningful ways.

This individual works in a team environment with the CEO, VP for Advancement, other staff and key volunteers. The Director of Philanthropy must cultivate mutually beneficial relationships in order to achieve significant short and long-term fund-raising goals and must provide direction, training and support to staff.

The Director of Philanthropy must believe and exemplify United Way of Virginia's Blue Ridge mission, vision and values including exhibiting confidentiality when working with sensitive and personal information, and a sensitivity and respect for all points of view.

Essential Duties and Responsibilities:

The primary focus of this position is to Cultivate, solicit, and steward major donors and philanthropic prospects through strategic relationship management to increase charitable investment, strengthen donor engagement, and advance United Way's mission and community impact.

The Director of Philanthropy will fulfill the following responsibilities:

1. Identify, Cultivate, and Grow Major Donor Relationships
 - Manage and grow a portfolio of 100+ current and prospective major donors, with emphasis on leadership-level donors and Alexis de Tocqueville Society members.
 - Develop and execute individualized cultivation, solicitation, stewardship, and engagement strategies to increase donor retention and giving.

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- Build a strong understanding of donors' interests, philanthropic goals, and community priorities to deepen relationships and maximize support.
 - Prioritize meaningful donor interactions through regular personal outreach, visits, and relationship-building activities.
2. Execute Relationship Management Strategies and Achieve Growth Goals
 - Achieve annual goals for donor engagement, solicitations, major gift commitments, planned gifts, and fundraising revenue.
 - Secure and steward major, leadership, endowment, and planned gifts, including five- and six-figure commitments.
 - Maintain accurate donor records and portfolio activity within the CRM system and use data to identify opportunities and risks.
 - Monitor, evaluate, and refine fundraising strategies to improve donor participation, retention, and revenue growth.
 3. Strengthen United Way's Position as the Preferred Philanthropic Partner
 - Serve as an ambassador for United Way, building relationships with donors, prospects, employers, community leaders, and key stakeholders.
 - Collaborate with internal departments to align donor interests with community needs, organizational priorities, and engagement opportunities.
 - Connect donors to meaningful volunteer, leadership, and community impact experiences.
 - Leverage leadership staff and volunteer leaders to expand philanthropic opportunities and strengthen donor engagement.
 4. Deliver an Exceptional Year-Round Donor and Volunteer Experience (maximum 15% of time)
 - Develop and implement personalized stewardship, recognition, and engagement strategies for key donors and volunteers.
 - Plan and execute donor events, appreciation activities, and other engagement opportunities that strengthen long-term relationships.
 - Steward and grow the planned giving program as an integrated component of donor development efforts.
 - Ensure consistent, meaningful, and mission-focused engagement that inspires continued investment in United Way.
 5. Support Organizational and Volunteer Leadership
 - Contribute to departmental planning and the achievement of short- and long-term fundraising goals.
 - Lead, support, and empower volunteers through effective communication, engagement, and delegation.
 6. Other Duties: This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities required of the employee; other related duties may be needed to help drive our vision, fulfill our mission, and abide by our organization's values.

Supervisory Responsibilities: None

Education and/or Experience:

These following encompass the essential education and experience requirements for the Director of Philanthropy:

1. Bachelor's degree or related training/experience is required. Master's or other advanced degree preferred.
2. Eight or more years of professional work experience, with five or more years previous experience in a fundraising, development, sales, communication and/or public relations

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capacity required. Proven track record of successfully building and growing relationships with donors, companies, etc. that result in increased revenue.

3. Thorough working knowledge of relationship-based fund-raising procedures and philosophies. Familiarity with all aspects of fund development including major and planned gifts, endowments, capital campaigns, annual giving and large special events. CDE, CFRE or other fundraising certifications are ideal.
4. Proven ability to work independently with minimal supervision; and build strong collaborative relationships across the organization to work cooperatively and flexibly as part of a team.
5. Proven project management skills, including the ability to balance multiple projects in varying degrees of implementation. Demonstrated ability to plan, schedule, prioritize, coordinate, delegate and manage multiple work activities remotely.

Other Qualifications:

- Strong organizational and project management skills with the ability to prioritize multiple tasks and pay attention to details.
- Ability to adapt to changing work environments, priorities and organizational needs while meeting deadlines and managing time.

Facilitation and Language Skills:

- Ability to network, then establish and maintain effective working relationships in a collaborative style working with people from a variety of backgrounds.
- Communicates well (orally and in writing) with the ability to interact with others directly, professionally, and honestly.

Computer and Analytic Skills: Proficiency in Microsoft Office suite programs. Comfortable using databases, social media, and web-based tools/applications.

Commitment to Inclusion: UWVBR values the visible and invisible qualities that make you who you are. We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community. We believe that each United Way community member, donor, volunteer, supporter, and employee must have equal access to solving community problems. We strive to include these practices at the center of our daily work and we commit to using them for our business and our communities.

Cultural Competence: The Director of Philanthropy adapts a lens of cultural competency that conveys empathy, support, and an understanding of the people they work with both internally and externally, engage with, and the people they serve. This competency helps to build trust and effective engagement, build stronger relationships, expand our organization's reach, and more effectively and respectfully engage with people regardless of background.

Core Competencies are characteristics that all employees are expected to exhibit as a member of the UWVBR team. For complete details that include attributes and behaviors please see the United Way Core Competencies Checklist in the shared Human Resources Network Folder. These include:

- **Mission Focused:** The top priority is creating real social change that leads to better lives and healthier communities.
- **Relationship Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.

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- **Collaborator:** Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward:** Understands his/her role in growing and protecting the reputation and results of the organization, and thus, the greater network.

Additionally, members of the UWVBR team should exhibit the following competencies:

- **Effective Communication:** Skilled and passionate communicators who articulate our message in a way that inspires other to act in service to the organization and community; and, promotes and sells ideas persuasively, in order to shape the opinions of key stakeholders and promote and project a positive image of the organization.
- **Adaptability and Change Management:** champion and facilitate change to ensure long-term community sustainability by adapting successfully to changing needs while maintaining positive relationships with internal and external constituents.
- **Cross-Functional Capability and Collaboration:** Effectively works cross-functionally using a team-oriented mindset and approach to collaborate for results based on knowledge of current conditions and future trends both internally and externally.

And as a key team member of the fundraising team, the Director of Philanthropy should exhibit the following competencies:

- **Effective Fundraising:** Donor focused and results-driven, with a relentless focus on gaining financial resources to support United Way's mission and community impact strategic objectives.
- **Strategic Relationship Management:** Develops and maintains strategic relationships that generate the financial resources necessary to support the mission by building trust and donor commitment to UWVBR.
- **Effective and Engaging Communication:** Effective and passionate communicator who articulates our message in a way that inspires others to act through designing, shaping and executing comprehensive, multi-faceted stakeholder plans that support our strategy and objectives, builds relationships and works to position UWVBR as a leader in community impact.
- **Entrepreneurial and Innovative:** Creatively seeks new opportunities to generate revenue and other resources that add greater value to the organization and the community through understanding and contributing to the product development process by assessing donor's interest and conveying them accurately to the cross-functional team.
- **Volunteer Management:** Works to build organizational capacity through volunteer collaboration and develops high-impact, meaningful volunteer opportunities that increase revenue, impact, outcomes and influence.

Licenses: Valid Virginia Driver's License

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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While performing the duties of this job, the employee is regularly required to sit, talk and/or hear. The employee is frequently required to use finger and hand motion and occasionally required to stand walk and reach with hands and arms. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee works in a normal office environment under moderate heat and noise levels with frequent in-the-field activities within the UWVBR service area. Travel may be necessary with this position, and evening and weekend work is sometimes required.

Statements in this Position Description are intended to describe the general nature of the work being performed. They are not intended to be a complete list of all responsibilities, duties and skills required for the position.

UWVBR offers excellent benefits, a great work environment and is an equal opportunity employer.