

GREATER MANKATO AREA UNITED WAY

Job Description
(Non-exempt)

- TITLE:** Campaign & Pledge Manager
- REPORTS TO:** Resource & Donor Development Director
- HOURS:** Full-time; 40 hours per week. Includes occasional evenings and weekends.
- LOCATION:** Fully in-person at office located in Mankato, Minnesota

POSITION SUMMARY:

This full-time position focuses on the stewardship of new and existing workplace campaigns, business partnerships, and area residents, and is responsible for articulating the value of individual and corporate investments to a range of community members and stakeholders. The purpose of this position is to engage the members of the communities Greater Mankato Area United Way serves by strengthening current relationships, encouraging donor support of yearly campaigns, and to secure and track all sources of funding.

ABOUT US:

Greater Mankato Area United Way is a dynamic nonprofit organization located in Mankato, Minnesota, serving Blue Earth, Le Sueur, Nicollet, and Waseca counties. We focus on the impact areas of basic needs, health, and education to ensure our region stays strong and balanced. The programs and initiatives we support serve more than 65,000 people each year. Supported by over 1,900 annual volunteers, we convene and connect the community to build a better tomorrow for all.

PRINCIPAL ACCOUNTABILITIES:

Assists in the overall fundraising and impact for the organization. Works to help secure, manage, and enter into the donor tracking system all sources of revenue, including corporate and individual gifts, employee campaigns, and grants. Must possess Greater Mankato Area United Way's core values of **Integrity, Commitment, Collaboration, and Accountability**, and must believe in United Way's overall mission of improving and saving people's lives. Must be driven and focused on utilizing donor dollars wisely.

MAJOR FUNCTIONS & TASKS:

1. Tracking Engagement & Communication

- Accurately tracks and projects engagement for assigned accounts.
- Manages and monitors campaign progress, identifies and communicates potential problems, and makes adjustments as necessary to attain goals.
- Is accountable for any appropriate follow-up to implement and convert prospects into sustaining partners/donors through corporate giving and/or employee campaigns.
- Works with Data Systems Manager to add and update donor names and contact information, demography, and mapping; inputs donor communications; and produces notes on donor and prospect research.
- Gathers postal mail and creates daily deposit log and remote bank deposit; may make bank runs as needed.
- Works with Data Systems Manager, interns, and volunteers to manage and distribute business and community mailings several times annually.
- Maintains a current understanding of and articulates organization's impact, programs, initiatives, focus activities, goals and results.

- Supports CEO and Resource & Donor Development Director in preparing for and conducting rallies, training sessions, and overall campaign efforts.
- Regularly reports to and updates Resource & Donor Development Director, as well as CEO as requested.

2. Pledges Received Entry

- Manages the pledges received process and campaign envelopes.
- Make the daily deposits related to fundraising campaigns, grants, etc.
- May assist with grant application as needed and requested.

3. Support of Resource & Donor Development Director in Annual Campaign

- Contributes to all resource and donor development needs, including mailings, meetings, pledge entry, grant applications, etc.
- Prepare clear, concise objectives and materials for each donor visit or rally.
- Research companies and leadership for knowledge of history and culture.
- Works closely with all staff, interns, board members, and volunteers to welcome prospective key executives and create peer-to-peer engagement opportunities.
- Leads the “Engaged Leaders United” segment and committee meetings.
- Assist with initiatives to grow and engage the “Grow United,” “Always United,” and “Youth United” segments, as needed.

4. Community Involvement & Company Representation

- Provides visibility for and represents the organization at meetings and events as assigned, especially those tailored to the business community.
- Maintains a current understanding of and articulates our impact, programs, initiatives, focus activities, goals, and results.
- Hosts rallies and regional kickoff events, as assigned.

5. Other Duties

- Answers and directs calls and office visitors as needed.
- Assists with fundraising events, activities, programs, and projects as needed.
- Collaborate with volunteers and interns as needed.
- Must be able to drive the United Way vehicle.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

QUALIFICATIONS

Experience in Microsoft Office Suite (Word, Excel, PowerPoint) required.

DESIRED SKILLS OR ATTRIBUTES:

Reliable. Organized and detail oriented. Collaborative. Professional. Multitasker. Flexible. Communicative. Fast learner. High level of personal integrity. Skilled in time management. Critical, analytical thinker.

APPLY:

Please send resume and cover letter to:

Rachel Volkman, Executive Assistant RachelV@mankatounitedway.org