

Campaign Director

Reports to President

Staff lead for developing and coordinating the efforts of the Campaign Committee.

Staff lead for the Health Care Council. Coordinate with Health Council lead to set meetings, agendas and communicate with the committee.

Staff lead for the Pickleball Tournament typically in April.

Serve as a member of the communications committee.

Key Responsibilities

In harmony and consultation of the President and the Campaign Committee direct and develop specific goals, objectives, strategies and timelines for the implementation of a cohesive and effective fund raising campaign

Working with the Campaign Chair develop, train and encourage the Campaign Team toward meeting our goal.

Coordinate the support of staff and board to insure broad support of the campaign by our leadership.

In harmony with the Communications Committee develop complementary campaign materials and plan for current messaging.

As part of the communications committee develop campaign materials (t-shirts, brochure, pledge cards, posters, thank you cards, leadership materials and videos...)

Coordinate with volunteers the packing of the campaign materials to be distributed. To include folding of shirts.

Coordinate and execute the kick-off event for campaign. Generally, this has been an offsite luncheon with a creative platform for presenting the key message to leadership from key campaigns.

Schedule and execute in-person campaigns throughout the community to include campaigns at each school, plus industrial, public, commercial and professional worksites.

Constantly and consistently work to form and maintain relationships with community leaders. Create ways to partner with community-wide, key campaign leadership. For example: offer a hands-on project to employees such as Be A Bunny in the Spring and Day of Caring in the Fall.

Plan and execute Day of Caring on the Friday closest to September 11th. Gather projects from agencies, schools and from United Way initiatives. Pair volunteers from local businesses to complete each task. Host a breakfast to kick off the event and provide t-shirts to each volunteer. Coordinate and execute the media throughout the day.

Coordinate winter campaign recognition event to celebrate the hard work of the campaign volunteers. To include the campaign team and company leadership throughout the community that reached award winning milestones. Provide framed awards and/or gifts to award recipients.

Coordinate a system for sending thank you notes to every donor.

Develop affinity groups with an emphasis on retirees, professionals, and students. Plan to engage them in hands-on activities. Host events to help grow and cement their loyalty.

Work to grow leadership giving division of the campaign.

Work in partnership with Lugoff Automotive to coordinate the car give-away efforts to include the 12-week drawing process and the final give away.

Other duties

Cross training and planning with Vice President, Communications

Staff Leadership for Eat Smart Move More Kershaw County. Host the monthly meeting; plan and develop the agenda and conduct the meeting. Work closely with staff leadership from Eat Smart Move More SC.

Plan and coordinate with leadership at Target Distribution Center for a Day of Caring in June.

Assist with video production of video for the Caring Hearts Ball

Work in harmony to plan and execute the Pickleball tournament with the City of Camden.

Top 10 Qualities of a Successful Fundraiser

Impeccable Integrity

The donor's interest's first, the organization second and yourself 3rd

What is your moral compass?

What is your standard for deciding what is right and wrong?

Good Listener

If you are asking a donor to give, what do you consider most important?

What do you want to hear?

What do you want to share?

Ability to Motivate

Who do you want to motivate first and foremost and why?

The donor, the volunteer, the staff

What is the most important thing to you in making the ask?

What is United Way's case for asking for support?

How can you best help a donor's wishes come true?

What do you have passion for and How do you get others to share your passion?

What is the best way to find out the passions of a potential donor?

What 3 things do you need to know before asking a donor for support?

Hard Worker

Fund raising is not a 8-4 job. You may need to work after hours, before hours and on weekends sometimes... Are you good with that?

How do you balance all life's demands? What are you balancing now? If there are competing priorities what do you do?

Are you able to leave work at work?

What keeps you awake at night?

What is most stressful in your life?

How do you handle stress?

Concern for People

Of all the people you will deal with in a United Way work situation

Employees

Volunteers

Donors

Potential Donors

Board members
Partner Agencies
Business Partners
Schools

What group is the most important in the fund raising arena?
Of this group who are you most comfortable with? Why?

High Expectations

For yourself – what are your expectations of yourself as it relates to work?
What are your expectations for co-workers? Volunteers? Boss?
In setting fund raising goals, what/how do you set goals that are reachable, realistic and yet not too conservative?
How do you motivate others to have high expectations?

Love the Work

Do you enjoy fundraising? Why?
What examples do you have that demonstrate that enjoyment/passion?
What do you enjoy most/least about fund raising?
What is the most effective way to fund raise?

High Energy

When is your best time of day to be productive?
Your predecessor has done this for 20 years. She is very high energy? What about you?
What do you bring that is special to this position?

Perseverance

What do you consider to be a successful fund raiser? If the goal is \$700,000 and you are not there yet, what then?
Have you ever asked for and secured a big gift? What made it happen? If not how would you do it?
It is hard to find time to say thank you, how do or would you make time for that and in what ways?

It has been said that you should spend 90% of your time on 5 or 10% of that make up 90% the organization's income. Do you agree or disagree and why?

In a typical year, what do you think raises more money for United Way and in what percentage: Events, corporate gifts, large individual gifts, many small gifts, grants, etc.

In the current environment what do you think our United Way must do to survive and/or thrive?

Presence

How would you define what some call the “perception of poise” or “positioning yourself”?

How do you balance the need to “command attention and being respected as a professional” while also understanding it’s really not about you.

Is dressing for success a priority for you? If yes why, if no why?

What things do you need to know about our United Way to have a presence and confidence about you?

The adage “do what you love and the money will follow” do you believe it?

What do you love about fund raising?

What do you love about the United Way?

10 key characteristics of top performing fund raising directors

1. Innovate and constantly change

Do you think your focus should be on the internal world or outside world?

What about COVID-19 has changed the way we fund raise?

2. Long term visionary

What would be your 3 year vision as a fund raiser?

How would you measure success?

3. Communicator

As the lead campaign/fund raising staff how and who would you communicate and engage others in your work?

4. Storyteller - People give to people with causes.

How and what story have you told to get folks to give?

What is the most compelling reason for people to give?

What is more important - listening or telling the story?

5. Team Builder - you will be a coordinator, facilitator and motivator...

What do you do best in teambuilding? Give an example...

How do get a team of social service providers/servants to raise funds?

6. Data Geek -

What data is it important to understand if you are a fundraiser?

What data would you want to know about our United Way before you raise any funding?

7. Results oriented

Can you be a "successful" fund raiser without results?

What results would you seek to achieve?

In general do you think lack of results are mostly internal or external?

8. Donor focused

Agree or disagree and why -

“The next big thing in fundraising is thinking about how we make our donors feel when we communicate with them. The goal is not money: the goal is being respectful and developing relationships. Money follows.”

When we say we are donor focused what does that mean to you?

9. Fundraising-experienced

What experience do you have as a fund raiser?

Fund raising is not the same as marketing or communication – what is the difference?

Would you say you are most passionate about being a fund raiser or about our community’s biggest challenges?

What are our community’s biggest challenges and how can/does United Way address them?

10. Passionate Changemaker

I have always been a passionate fundraiser, but I have always been equally passionate about the world's biggest challenges and inequalities. If Fundraising Directors are serious about solving those issues they are in it for the long haul.

Or, as **Kumi Naidoo** has put it so beautifully:

“The struggle for justice is a marathon, not a sprint. And the biggest contribution that any one of us can make is maintaining a lifetime of involvement until we win those struggles.”

— Kumi Naidoo, former International Executive Director of Greenpeace