



Chief Development Officer

United Way of Greater Newark

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BOSTON | NEW YORK

United Way of Greater Newark seeks a creative, and mission driven Chief Development Officer to oversee and grow all aspects of their fundraising and development program.

About United Way

Since its founding as the Community Chest in 1887, United Way has greatly improved the socio-economic status, health outcomes, education, and overall wellbeing of the communities it serves. United Way is now United Way Worldwide (UWW) and provides resources throughout forty countries and territories through 1800 independent nonprofit organizations with the common mission of "living united". UWW works with local communities to ensure that all people, especially those from underserved and under resourced areas, have their basic needs met and reach their fullest potential.



United Way has a proud history of successful workplace giving campaigns, and benefits from donations from major corporate and individual donors as well that has allowed the organization to be agents of change and bring people together to work towards creative and sustainable solutions.

About United Way of Greater Newark

The United Way of Greater Newark was founded in 1923 by William Ashby, the first black social worker in New Jersey, who also founded the Urban League of Essex County, NJ. United Way of Greater Newark (UWGN) began as the Community Federation of the Oranges and then merged federations to become United Way of Essex and West Hudson. In 2018, it was re-branded to UWGN and now represents 13 diverse municipalities. UWGN and will be celebrating its 100th anniversary in 2023 and raises philanthropic support to improve the lives of individuals, children and families within their footprint and strengthen collective community.

UWGN helps to break down the systems which perpetuate the cycles of poverty and other factors impacting the underserved and historically marginalized communities they serve. By building partnerships to support the individuals and families across their service area, United Way of Greater Newark successfully enhances the quality of education, healthcare services and resources for financial stability. These are just a few of the key areas that UWGN is committed to supporting.

In addition to addressing long-term factors at the root of cyclical poverty, the UWGN has been vital in assisting in emergency situations. Following Hurricane Ida in August of 2021, UWGN set up a relief fund to help families rebuild their lives following, in some cases, complete devastation after the storm. The UWGN has also been instrumental in facilitating COVID relief efforts, especially in Black and brown communities where lower vaccination rates remain disproportional and the effects of the pandemic have been unprecedented.

Recently, they received \$1.75MM in funding from the Rockefeller Foundation which UWGN has distributed to fifteen local organizations who are committed to improving covid-19 safety practices

and helping increase vaccination rates across the region. Additionally, United Way created a \$55MM COVID emergency relief fund to further assist the community.

The success of the UWGN is a testament to the unwavering dedication and strategic leadership of their President and CEO, a strong senior staff, and the Board of Trustees who are committed to working towards a just, equitable and inclusive world.

About Diversity, Equity, and Inclusion at United Way of Greater Newark

United Way of Greater Newark endeavors to be a model of diversity and inclusion by embracing differences in race, religion, gender, disability, nationality, age, sexual orientation, and ethnic background. UWGN values diversity and realizes that it is a critical component of its successes and the changing needs of the community.

This organization aspires to ensure that all volunteers and staff broadly reflect the diversity of the community it serves. UWGN is an equal opportunity employer and strives to recruit the best staff and volunteers we can based on skills, experience, and level of commitment to organizational goals.

About the Philanthropy and the Position

Reporting to and in partnership with the President and CEO, the Chief Development Officer will spearhead all **UWGN** individual and corporate development efforts and ensure the successful completion of the current Strategic Development Plan. The **UWGN** raised more than \$4MM in 2021 and made grants totaling more than **\$2.5MM**.



The Chief Development Officer (COO) manages a team of three development professionals and works collaboratively to increase the visibility of UWGN's community initiatives while finding new ways to engage existing and new donors across all 13 municipalities. They are responsible for building a stronger culture of philanthropy while strengthening, implementing, and monitoring a fundraising plan that involves corporate, foundation, individual, events, and modest major giving.

The COO will oversee the following development efforts:

- Workplace Campaigns
- The DeTocqueville Society, United Way's signature major donor program
- Individual giving program
- The Women's United and Young Professionals United Committees
- Corporate Sponsorships
- Events

Additionally, the COO is a contributing member of Senior Staff, helping to lead the organization forward with a strategic vision and plan. Responsibility and accountability for the development and achievement of annual fundraising goals is critical to the position and organization's success. The

COO will be a key public figure at community events and meetings to increase United Way's presence through networking, prospecting and relationship building. The COO will work in concert with the President and CEO, entire staff, key volunteers, and the Board to carry out the goals and vision of the organization with tangible campaigns, programs, and long-term impact.

This opportunity is perfect for someone who has an appreciation and passion for United Way's mission of improving lives by mobilizing the caring power of communities and advancing the common good. Ideally, they will have an acute understanding for the needs of the Greater Newark community, spanning across 13 diverse municipalities. The Chief Development Officer will build and maintain a high external profile and be the face of fundraising for UWGN.

In addition to serving as a member of the UWGN senior staff, the COO will work closely with the Board of Trustees Resource Development Committee, individual board members, all staff, and other stakeholders, as required. Responsibilities include:

Key Responsibilities

- Grow and oversee Workplace Campaigns and UWGN events with the goals of increasing the number of donors, the number of participating businesses, and the size of individual donor commitments to build a more robust giving program
- Work with the President and CEO, and the Board of Directors to cultivate, steward, solicit and secure major gifts from individual, corporate, and foundation donors
- Build and maintain new relationships in the community to help strengthen UWGN's impact
- Serve as a member of the Senior Staff and contribute to the strategic vision of the organization
- Support the Board Resource Development Committee with the goal of increasing high level volunteer influence on new donor identification and engagement
- Develop and execute a corporate sponsorship program in support of United Way of Greater Newark initiatives and events
- Staff Women's United and Young Professionals United with the dual goals of increasing member participation and fundraising revenue
- Managing all Development Department functions/staff which include a Development Manager/Volunteer Coordinator and Database Manager, *Note: the President and CEO handles a portfolio of foundation donors*
- Increase giving through digital platforms and the use of social media and technology in fundraising
- Adjust fundraising plan as needed to respond to opportunities and changing funding and programmatic landscapes.



Key Qualifications

- Dedication to United Way mission and commitment to working in support of underserved and under resourced communities
- Minimum of five years of fundraising experience, preferably with increasing levels of responsibility in the areas of major gifts, annual giving, events, and corporate partnerships or transferrable skills from corporate sales
- Experience partnering with senior staff and volunteer leadership to engage philanthropic support
- Track record of recruiting and motivating staff teams to meet ambitious fundraising and performance goals
- Excellent written communication and presentation skills and the ability and enthusiasm to represent the UWGN with diverse stakeholders across the public and private sector
- High degree of organizational skills with a focused and results-driven approach to generating revenue
- Hands on experience with donor databases and ability to set strategy based on data analytics
- Proven experience navigating and relationship building within a complex organization
- Experience within a national organization with a chapter/affiliate structure, or United Way organization a plus
- Education: BA preferred
- COVID-19 vaccinations and booster required
- This position is hybrid

United Way of Greater Newark (UWGN) is an Equal Opportunity Employer. Employment opportunities at UWGN are based upon one's qualifications and capabilities to perform the essential functions of a particular job. All employment opportunities are provided without regard to: • Race • Religion • Creed • Color • Sex • Pregnancy, childbirth or related medical conditions • National origin • Age • Ancestry • Veteran status • Liability for military service • Disability • Atypical cellular or blood trait • Genetic information (including the refusal to submit to genetic testing) • Unemployment status (with respect to job advertisements) • Affectional or sexual orientation • Gender identity or expression • Marital, domestic partnership, or civil union status • Lawful activity outside the workplace during non-work hours, such as the use of tobacco products • Any other characteristic protected by law This Equal Employment Opportunity policy governs all aspects of employment, including, but not limited to, recruitment, hiring, selection, job assignment, promotions, transfers, compensation, discipline, termination, layoff, access to benefits and training, and all other conditions and privileges of employment.

Please email your cover letter and resume in confidence to: unitedway@developmentguild.com

For more information, please visit www.developmentguild.com.

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About Development Guild DDI

For 40 years, Development Guild DOI has consulted to leaders across the nonprofit spectrum. Based in Boston and New York, we have successfully collaborated with more than 650 clients nationwide in the sectors of health & science, education, environment, the arts, and social justice. We are experts in executive search and fundraising and are at the forefront of delivering best practice in these services.

With each engagement, we work in teams tailored to a client's particular needs, providing sector-specific intelligence, cross-sector insight, and hands-on functional expertise. We combine our perspective on nonprofit leadership with our knowledge and experience in both fundraising and executive search. This distinct perspective enables us to deliver the most strategic and measurable impact.