



## **POSITION DESCRIPTION:**

**Title: Fundraising Associate,**  
**Focus: Fundraising and Relationship Management**

**Classification: Exempt**

### **Purpose of Position:**

The Fundraising Associate will focus on fundraising with particular attention to relationship Management by working with the team to build and grow relationships in our community. As a member of the Resource Development team, this position assists in year-round activities that connect, educate, and engage members of our community to grow resources. The primary role is to assist in implementing United Way of Lancaster County's (UWLC) charitable fundraising activities to meet fundraising goals.

**Reports to:** Senior Resource Development Director

### **Responsibilities:**

- Cultivates, represents, and maintains relationships with assigned accounts from corporate, education, and nonprofit sectors
- Gathers and manages data, develops plans, and fosters new partnerships in support of fundraising goals
- Prepares presentation materials for potential & current accounts
- Coordinates speaking engagements of non-profit partners/volunteers to share impact of UWLC
- Serves as UWLCs Resource Development liaison between regional United Ways
- Serves as backup to Donor Services Associate
- Participates in special events hosted by UWLC and select non-profit partners as necessary
- Identifies prospects and sells year-long and one-time sponsorship opportunities
- Acts as liaison between sponsors and marketing team for commitments and deliverables
- Attends UWLC board and committee meetings as requested
- Assists with creation, implementation, and monitoring of annual work plans relative to fundraising and sponsorships
- Seeks opportunities to connect with local fundraising professionals & attends networking opportunities
- Other duties as requested and/or assigned.

### **Travel Requirement:**

To fulfill the responsibilities of this position, frequent travel is required. Individual must have valid driver's license and reliable transportation. Mileage is reimbursed at the IRS standard rate.

### **Physical Requirement:**

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. Able to bend, twist, and turn. Able to sit for 7-8 hours/day. Able to view computer screen and input data. Vision ability to include close vision, depth perception, and ability to adjust focus. UWLC will provide reasonable accommodations to a qualified individual with a disability, as defined by the ADA, who has made UWLC aware of his or her disability, provided that such accommodation does not constitute an undue hardship for UWLC.

### **Desired Qualifications:**

- Respect cultural diversity and Value inclusive and multicultural environment
- Post-secondary education in a related field or equivalent applicable experience
- Outstanding written and oral communication skills; ability to analyze and think critically
- Nonprofit experience including working with boards and committees in nonprofit organizations
- Knowledge of the community issues in the Central Pennsylvania area.
- Existing community connections desired
- Knowledge of the fundraising process and the ethical and legal issues involved.
- Ability to prioritize tasks and perform with minimal supervision; well organized, detail oriented
- Proficient in Microsoft Office Suite and comfortable with using databases and doing data entry
- Bilingual in Spanish and English (a plus)