



Major Gift Officer
Greater Twin Cities United Way
Minneapolis, MN
gtcuw.org

Send Nominations or Cover Letter and Resume to:

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The Opportunity:

For more than 100 years, the Greater Twin Cities United Way (GTCUW) has brought together generations of changemakers to respond to the needs of the Greater Twin Cities neighbors — a tradition that is carried into their work today and tomorrow.

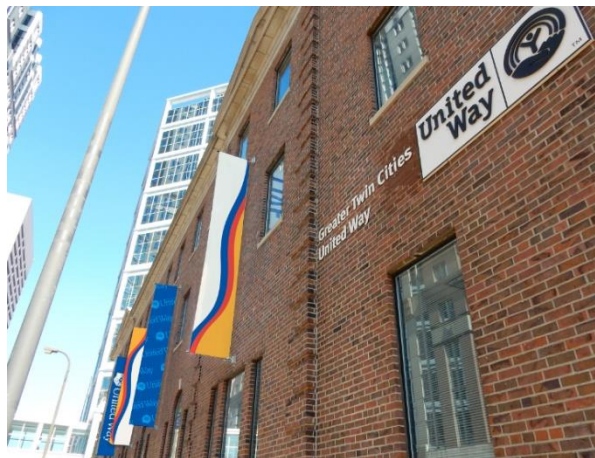
The mission of GTCUW is to unite changemakers, advocate for social good, and develop solutions to address the challenges no one can solve alone. The COVID-19 pandemic and global civil unrest have forced a reckoning with long-standing systemic racism and oppression. In GTCUW communities, this has manifested in deep and predictable disparities.

To address these disparities and build a more just community, Greater Twin Cities United Way is looking to add two talented Major Gifts Officers to its development team as it embarks on a historic campaign. The ingredients are all here for the right person to be successful in the role: a captivating mission; a storied history of creating transformational change; a strategic, inspired leader who is an advocate for her staff; smart, fascinating, and collaborative colleagues; a full slate of resources and services designed to support a donor-centric approach; and a portfolio of both high-capacity prospects and highly engaged donors.

Overview

As an interconnected community focused on equity and inclusion, GTCUW draws from the best minds, courageous leaders, responsive services, and collaborative partnerships, and bring forth working solutions to shape the future.

GTCUW plays across five core areas, they create lasting change by coupling strategy and data with compassion and inclusion to make an immediate and lasting impact on the community.



211

United Way 211 provides referrals to 40,000+ statewide resources and services to ensure people have their basic needs met.

Impact

460,000+ referrals annually provide access to support and real-time data that provides a pulse on the community and...

- Inform grant investments in housing, food, education, and employment as well as advocating for policy change.
- Shape future impact and funding strategies.
- Advise state and local leaders about changing community needs.

Activations

Minnesota's 24-Hour Resource Helpline - Available via phone, web, chat or text, 211 refers people to critical services such as rental assistance, food programs, child care, employment resources and more. In 2019, 211 specialists provided nearly 460,000 referrals, addressing 52 urgent needs every hour.

211 Helpline Data - Using data gathered through the helpline, GTCUW helps lawmakers understand the needs of their constituents. During COVID-19, real-time 211 data underscored the need for housing support and helped unlock \$100 million in state funding for emergency housing assistance.

Nonprofit Partnerships

GTCUW strengthens and supports the nonprofit sector by connecting leaders, training teams, and providing grants and technical assistance.

Impact

With equity and inclusion at the center of the work, GTCUW maximizes their collective impact by...

- Investing donor resources in 100+ nonprofits on the frontlines of realizing community-led change in the areas of housing, food, education, and employment.
- Accelerating change and new opportunities defined by the community.

Activations

Culturally Powered Communities - Listening to organizations led by and serving communities of color, GTCUW is able to identify nuanced solutions. Since 2015, they have supported 23 culturally specific nonprofit organizations with leadership development, capacity building, collaboration opportunities and funding.

Community Connection Series - GTCUW brings together nonprofit partners, donors, and stakeholders to share learnings, explore new ideas and discuss topics that are critical to helping the community thrive, including access to stable housing, healthy food, a strong education, and wealth-building jobs.

Advocacy

GTCUW is uniquely positioned to lead and influence government decision-makers to pass and effectively implement policy and funding to support immediate needs and systemic change.



Impact

Alongside coalitions, GTCUW leverages strong community relationships, research, and real-time data to...

- Amplify community voices, especially those voices with lived experience.
- Educate government officials and lawmakers on systems-level issues and opportunities.
- Develop solutions in partnership with the public, private, and nonprofit sectors.

Activations

Homes for All - Working alongside more than 240 statewide organizations as part of the Homes for All coalition, GTCUW advocates for policies that support housing stability for all. During COVID-19, GTCUW partnered to push for \$100 million in statewide emergency housing assistance funding.

Criminal Justice Reform – GTCUW is partnering with The Minneapolis Foundation and the Saint Paul & Minnesota Foundation on a multi-year collaboration to bring transformational change to a broken criminal justice system and policies rooted in long-standing systemic racism.

Start Early Funders Coalition - Hosted by GTCUW, this statewide collaboration of grantmakers looks to research, best practices and public policy to improve early childhood education. During COVID-19, GTCUW worked with the coalition to unlock \$30 million in emergency statewide grants.

Innovation

Through collaboration with community partners, businesses, and donors, GTCUW creates new solutions that drive positive, lasting change.

Impact

Through deliberate ongoing conversations, GTCUW delivers...

- Innovative ways to solve community challenges.
- Informed answers through data and technology.
- Scalable solutions built upon proven initiatives.

Activations

Career Academies - Career Academies prepares high school students for in-demand, high wage careers through real-world experiences and training. Since 2015, more than 10,000 students have earned more than 9,500 college and technical school credits and collectively saved more than \$3 million in tuition.

Full Lives North Minneapolis - An innovative two-year initiative, Full Lives takes a community-driven, place-based approach to improving local food systems and strengthening neighborhood-level food security. From 2017 to 2019, more than 50,000 North Minneapolis residents benefited from the work of 11 nonprofits improving local food systems and strengthening neighborhood-level food security.

Business Partnerships

As a trusted philanthropic partner, GTCUW aligns corporate social responsibility goals and passions with community needs to solve problems no one can solve alone.

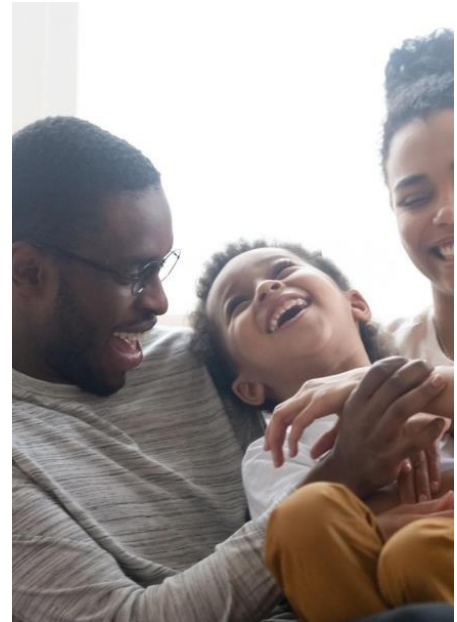
Impact

As a business partner and leader, GTCUW works to...

- Strengthen company philanthropic efforts that address community needs.
- Build a strong philanthropic culture through volunteerism and other programs.
- Engage and invite entire workforces to join GTCUW efforts.

Activations

Salesforce.org Philanthropy Cloud - An innovative digital platform designed to power company-wide social impact initiatives—from employee giving to corporate social responsibility goals—Salesforce Philanthropy Cloud provides employees personalized giving and volunteer experiences.



Arise Project - Established to bring caring professionals together to support the lives of LGBTQ youth experiencing homelessness, Arise Project was named Nonprofit of the Year by QUORUM in 2020. Since 2011, GTCUW provided 485 shelter or housing opportunities, connected 1,686 youth to resources, and raised more than \$1 million in support.

Volunteer United Action Day - In 2019, Volunteer United mobilized thousands of volunteers and served more than 274,000 people in the community. GTCUW's signature event, Action Day, ensures students go back to school with the resources they need to learn. GTCUW works with area sports teams, Fox Sports North, and many corporate partners to host this annual event. Volunteers filled backpacks with school supplies, setting up 40,000 students for success.

Breakthrough: A campaign to accelerate innovative solutions for a thriving Twin Cities

GTCUW exists because of a belief in a bold vision: a united community where all can reach their full potential. Together, GTCUW can transform the Greater Twin Cities into a community of opportunity, where all families have access to food and a safe place to call home and every child and adult can imagine and prepare for a prosperous future. GTCUW knows this vision is possible and the need for it is urgent – that's why they are launching a \$75 million innovation campaign to catalyze strategic investments that shape a better future for the region.

In the spring of 2020, GTCUW's agility was put to the test when COVID-19 threatened the lives, health and financial certainty of every nonprofit, philanthropist, and industry in their network – as well as staff and leadership. The challenge and the ways GTCUW meet it will continue to unfold in the community for months and years to come, while these fundamental beliefs endure: A safe, stable home protects and comforts us.

Food sustains and nourishes us, physically and culturally. Childhood doesn't wait, and the community's children demand and deserve our care and thoughtful education.

GTCUW has identified four pressing areas where systemic problems have reached crisis levels and where strategically targeted initiatives have the potential to create breakthrough change. The campaign will focus on the following initiatives: prevent homelessness for those most at risk, address hunger on a neighborhood level, build capacity for trauma-sensitive care for toddlers, infants, and preschoolers; and ensure students receive educational opportunities that lead to family-sustaining careers.

The Role

Greater Twin Cities United Way is looking for two Major Gift Officers to join the business line that is responsible for driving the future of the organization. This is the ideal opportunity for innovative individuals who are passionate about changing the face of the community through major and principal gifts.

The Major Gift Officer position will provide measurable impact, initiative, relationship building, and development expertise as part of the Development Team. The successful candidates will develop, manage, and execute a comprehensive plan to build strong relationships with a vetted and current portfolio of donors and prospects.

Responsibilities:

- Identify, cultivate, solicit, and steward donors to generate revenue of \$2–3 million. Primary responsibility for growth in revenue and retention of donors.
- Emphasis on qualification stage of moves management fundraising cycle.
- Recruit, engage, and manage 10–15 core executive volunteers primarily for peer to peer solicitations.
- Collaborate with Community Impact, Marketing, Prospect Management, and Corporate Relations to develop key strategies and donor proposals for new revenue.
- Utilize database to report, collect, and manage 125–200 prospects and donors.
- Learn and maintain up-to-date knowledge about United Way's impact strategies and engagement opportunities to build, cultivate, and leverage relationships.
- Operate within a larger team while managing sole portfolio of business, responsibilities, assignments, scheduling, work plans, decision-making, and solving problems with minimal supervision.

Experience:

- Bachelor's degree and five-plus years proven development experience, closing gifts of five to seven figures.
- Proven results in securing leadership, major, principal, and blended gifts using standard moves management practices, or relatable sales experience.
- Experience in Capital Campaigns

- Proven sales and interpersonal relationships with ability to close deals with asset-wealthy, executive, entrepreneur, and C-level individuals.
- Ability to receive sensitive financial and personal information discreetly.
- Proficiency in Microsoft Office and Salesforce CRM experience welcome but not essential.
- Strong executive volunteer management and recruitment experience.
- Superb written, presentation, persuasion, and listening skills.
- Critical thinking and problem-solving skills.
- Innovative, strategic thinker and risk taker.
- Exceptional attention to detail and effective follow-through to meet deadlines.
- Ability to take action; orchestrates and seizes opportunities.
- Commitment to excellence, accountability, transparency, and to the mission of the Greater Twin Cities United Way.

GTCUW promotes an [inclusive environment](#) with respect and value for all. Different backgrounds, experiences, abilities, and perspectives strengthen GTCUW's work and the success of the community.

Leadership



John Wilgers
President & CEO

John joined Greater Twin Cities United Way as president and CEO in May 2019.

John comes to United Way after 35 years at Ernst & Young, where he most recently held the position of managing partner of the Minneapolis office, successfully leading teams through recessions, turnarounds, and major wins and losses. A passionate community advocate for more than 10 years, John has served in several United Way roles, including Board Chair, member of the Executive Committee of the Board, volunteer, fundraiser, and donor. He has a Bachelor's degree in business administration and accounting from the University of Kansas.

A native of Kansas, John has lived in the Twin Cities region for the past 14 years. He has three grown children and lives in Minnetonka with his wife, Trudy.



Kittie Fahey
Senior Vice President of Individual Giving

With more than 25 years of nonprofit operational and management experience, Kittie works with individual donors at Greater Twin Cities United Way as the Senior Vice President of individual giving. Her team works with United Way's most generous philanthropists to co-create transformational community solutions as well as with legacy giving, investments, endowments, Tocqueville Society, Million Dollar Roundtable, and giving communities. Kittie also works with

United Way Worldwide's national advisory board as the Chair of Major and Planned Giving for the entire United Way network.

Kittie has worked exclusively in the development field, including major and principal gifts, sponsorship, events, and volunteer management. She received a Bachelor's degree in zoology from the University of Minnesota as well as a fund development certification and M.B.A. for nonprofits certification from the University of St. Thomas Center for Nonprofit Management.

Kittie is highly active and well known in the community. She's been involved with the board of directors for Cowles Center for Dance and Performing Arts, the Minnesota Zoo advisory committee, and the Junior League of Minneapolis. She is also a member of Greater Twin Cities United Way's Tocqueville Society, Women United, Arise Project, and the Tocqueville Legacy Society. An East Coast transplant, Kittie is now deeply committed to downtown Minneapolis. She enjoys traveling for leisure, Broadway musicals, tweeting, and animals — Kittie is always looking to borrow someone's dog for the weekend!

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, call
Wendy Lazar, Senior Consultant at
857-366-5419
or send nominations or cover letter and resume to
WLazar@LindauerGlobal.com.
All inquiries will be held in confidence.**



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