



**ORANGE COUNTY UNITED WAY
JOB DESCRIPTION**

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| JOB TITLE: DIRECTOR, MAJOR GIFTS | REPORTING TO: CHIEF PHILANTHROPY OFFICER |
| DEPARTMENT: PHILANTHROPY | POSITION: FULL-TIME/EXEMPT |

Purpose of Position

Orange County United Way seeks a dynamic and strategic fundraising professional to serve as Director, Major Gifts, with a **key leadership role overseeing the Alexis de Tocqueville Society**—a distinguished group of philanthropists contributing **\$10,000 or more**. This individual will direct all Tocqueville Society efforts in Orange County, including managing the Tocqueville Cabinet, stewarding members, leading year-round society engagement events, and driving both renewals and—most critically—**new member acquisition**.

In addition, the Director will lead efforts to cultivate, solicit, and steward a portfolio of donors contributing between \$10,000 and \$100,000, while advancing relationships with prospects capable of making six-figure gifts. The Director will play a pivotal role in driving philanthropic revenue to support our mission and programs.

The ideal candidate is a relationship-builder with a deep understanding of donor motivations, a compelling communicator, and a results-oriented fundraiser with a proven track record in major gifts. This role requires a high level of emotional intelligence, strategic thinking, and the ability to inspire donors and volunteers alike.

Key Duties and Responsibilities

- **Alexis de Tocqueville Society Leadership**
 - Provide strategic leadership for the Tocqueville Society, ensuring strong volunteer empowerment, engagement, stewardship, and growth.
 - Manage and support the Tocqueville Cabinet, including meeting planning, volunteer engagement, and partnership on cultivation and solicitation strategies.
 - Lead efforts to renew and upgrade current Tocqueville members and, especially, to acquire new members through targeted outreach and cultivation.
 - Support volunteer leaders in their fundraising efforts.
 - Oversee all Tocqueville Society stewardship and engagement events throughout the year.
 - Serve as the primary relationship manager for a portfolio of Tocqueville-level donors and prospects.
- **Fundraising & Portfolio Management**
 - Secure major gifts ranging from \$10,000 to \$100,000, with a goal of raising \$1.5 million annually within two years.



- Manage a portfolio of 100–125 major donors and prospects, ensuring consistent engagement and stewardship.
- Identify, qualify, cultivate, solicit, and steward donors to meet and exceed activity metrics and revenue goals.
- Develop and execute individualized donor strategies and moves management plans.
- **Donor Engagement & Stewardship**
 - Conduct direct, face-to-face solicitations regularly. Meet weekly goals of having at least 3-4 face-to-face donor visits each week.
 - Ensure timely and meaningful donor recognition, both public and private.
 - Help donors achieve their philanthropic goals through strategic engagement with our organization.
- **Collaboration & Leadership**
 - Partner with staff and volunteer leadership to leverage relationships and expand donor networks.
 - Collaborate closely with the development teams to align fundraising strategies.
 - Work with the Chief Philanthropy Officer to set annual goals and strategies.
- **Systems & Reporting**
 - Utilize donor database and prospect research resources to track engagement and inform strategy.
 - Maintain accurate and timely records of donor interactions, contact reports, and meeting preparation.
 - Meet weekly expectations for database entries and updates to donor plans.
- **Events & Representation**
 - Attend and support donor cultivation events, organizational functions, and community engagements as needed.
 - Always represent Orange County United Way with professionalism and passion.
- **Other Duties**
 - Perform additional responsibilities as assigned to support the success of Orange County United Way and the philanthropy team.

Job Requirements /Technical Knowledge

- Bachelor's degree from an accredited institution preferred.
- 3–5 years of nonprofit fundraising experience, with a strong record of securing major gifts and meeting revenue goals.
- Demonstrated success in cultivating and soliciting six-figure gifts.
- Deep understanding of donor engagement, stewardship, and relationship management.
- Familiarity with Orange County and/or Southern California philanthropic landscape preferred.
- Proficiency in donor databases, prospect research, and wealth screening tools.
- Exceptional written and verbal communication skills; able to inspire and motivate.
- Strong interpersonal skills with a collaborative, empathetic, and donor-centric approach.
- Highly organized and detail-oriented; able to manage multiple priorities and meet deadlines.
- Comfortable working with senior leadership, including the CEO and executive team.
- Passionate about the mission and values of Orange County United Way.



- Willingness to work evenings and weekends as needed; reliable transportation required.
- Advanced proficiency in Microsoft Office (Outlook, PowerPoint, Excel, Word); experience with Zoom, Teams, and Andar a plus.

Compensation

- Commensurate with experience, education, and market, \$90,000-\$120,000. Competitive benefits.

Core Competencies

- **Customer Service** - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- **Interpersonal Skills** - Maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and obtains clarification; responds well to questions; participates in meetings.
- **Written Communication** - Writes clearly and informatively; edits work for spelling and grammar; able to read and interpret written information.
- **Teamwork** - Exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests.
- **Professionalism** - Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration, regardless of status or position; accepts responsibility for own actions; follows through on commitments.
- **Language Skills** - Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals; ability to write routine reports and correspondence; ability to speak effectively before groups of customers or employees of organization.

Company Standards

All employees, in performing their respective tasks and duties, are to perform quality work within deadlines, with or without direct supervision; interact professionally with other employees, customers, and suppliers; work effectively as a team contributor on all assignments; and work independently while understanding the necessity for communicating and coordinating work efforts with other employees and organizations. Willing to embrace change and new technologies. Commitment to the values and mission of Orange County United Way.

Physical Demands

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is frequently required to be able to remain in a stationary position 75% of the time. The person in this position needs to occasionally move about inside the office to access file cabinets, records, and office machinery. Constantly operates a computer and other office productivity machinery, such as a calculator, copy machine and computer printer.



Occasionally ascends/descends stairs, and constantly positions self to maintain computers in the office, including under the desks. The person in this position frequently communicates with coworkers and customers who have inquiries about our business operations and the community we service; therefore, the person must be able to exchange accurate information. The employee must occasionally lift and/or move up to 25 pounds.

Send Cover Letter and Resume To:

recruiting@unitedwayoc.org

Orange County United Way

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www.unitedwayoc.org