



Job Title: VP, Resource Development

Department: Resource Development (RD)

Reports To: President/CEO

FLSA Status: Exempt, Full-time

Core Hours: M-F, 8:00 AM-5:00 PM

Revision Date: June 2026

SUMMARY

Advance United Way of the Piedmont's mission to mobilize people, partners, and resources to create pathways to stability and opportunity across our three-county service area. Lead all aspects of UWP's resource development strategy, overseeing existing and emerging revenue streams: corporate giving, employee giving campaigns, community giving, grants, donor networks, strategic initiatives, leadership and major gifts, planned giving, and endowment. Build and sustain strong donor relationships and achieve measurable revenue goals. Partner with Brand Experience, Community Impact, and Finance to align strategy and secure financial support for the mission. Lead and develop the Resource Development team to deepen donor engagement and maximize fundraising impact.

ESSENTIAL DUTIES and RESPONSIBILITIES

Team Leadership & Talent Development: Lead, coach, and develop the Resource Development team while personally cultivating and growing an assigned donor portfolio.

- Set direction, priorities, and accountability for the team's revenue goals
- Coach team members to strengthen their fundraising skills, confidence, and impact
- Develop team members across resource development disciplines, opening cross-functional growth paths and stretch experiences where vertical advancement is limited
- Build, steward, and grow a personal portfolio of leadership and major gift donors, securing new relationships while deepening existing ones
- Build a culture of performance, collaboration, and continuous learning

Fundraising & Donor Relationships: Relentlessly pursue the resources that advance UWP's mission, building the donor relationships that secure both immediate and long-term support.

- Set and achieve ambitious revenue goals, and hold self and team accountable
- Qualify prospects, use data to align their interests with UWP's impact, and make the case that secures commitments
- Build trust by listening actively and connecting donor motivations to mission, prioritizing long-term loyalty over short-term wins
- Design and execute tailored, year-round engagement strategies by donor segment to grow revenue
- Deliver compelling presentations, handle objections, and negotiate effectively, applying cultural and emotional intelligence to engage diverse communities



- Bring genuine AI fluency to the use of digital tools and data management, driving smarter donor acquisition, retention, and reacquisition

Entrepreneurial & Innovative Thinking: Identify and create new revenue opportunities by aligning donor interests with UWP's mission.

- Co-develop revenue and engagement strategy with the team, building shared ownership rather than directing from the top
- Identify and pursue new revenue opportunities aligned with the mission
- Take initiative and calculated risks to develop new products or giving channels
- Translate donor interests into strategic opportunities for initiative investment
- Advise on product development and related promotional strategies
- Champion fresh ideas and continuous improvement

Volunteer Engagement: Engage volunteers as a fundraising and leadership asset, aligning their roles with revenue and strategic goals.

- Recruit, support, and steward board and advisory committee volunteers
- Partner with Brand Experience and Community Impact to align volunteer roles with fundraising and strategic goals
- Equip volunteers to succeed and position them to advance UWP's revenue priorities

CORE & LEADERSHIP COMPETENCIES

Mission-Focused: Understands how the role advances UWP's mission and vision of a united community where everyone thrives.

Collaborative Leader: Builds alignment across systems, sectors, and stakeholders.

People Leader: Leads, coaches, and develops team members; sets clear expectations, builds accountability, and grows talent.

Effective Communicator: Communicates clearly, persuasively, and diplomatically across diverse audiences; serves as a compelling spokesperson.

Results-Driven: Sets, pursues, and tracks measurable goals; embraces innovation and continuous improvement.

Brand Steward: Demonstrates integrity, professionalism, and ethical conduct; protects and enhances the UWP brand.

Adaptability & Efficiency: Thrives in fast-paced environments; manages multiple priorities with organization and urgency.

OTHER COMPETENCIES

- Proficient with CRM systems; ability to learn UWP's platform (StratusLIVE) required
- Genuine AI fluency, with a track record of applying AI tools to work smarter and increase output
- Proficient in Microsoft Office Suite



- Skilled in project management, juggling multiple priorities and shifting timelines
- Willing to work a flexible schedule, including some early mornings and evenings
- Comfortable in a hybrid work environment (remote and in-person)
- Valid driver's license and access to reliable transportation throughout the workday
- Other duties as assigned

EDUCATION/ EXPERIENCE

- Bachelor's Degree in business, marketing, psychology, or related field; CFRE preferred
- Minimum of 7 years related experience in resource development, sales, or relationship management with evidence of progressive growth; experience in administration, fiscal oversight, marketing, and volunteer management; proven track record of building strong, cohesive, high-performing teams
- Recent, hands-on experience personally soliciting, closing, and stewarding leadership and major gifts, with verifiable revenue results; demonstrated success carrying a personal donor portfolio, not supervisory experience alone
- Established local network, with the ability to engage community leaders and influencers, preferred

PHYSICAL DEMANDS and WORK ENVIRONMENT

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 regularly required to stand, sit, talk, hear, and use hands and fingers to operate a computer and telephone. The employee is frequently required to reach, stoop or kneel. Specific vision abilities required by this job include close vision, distance and color vision due to computer work. May be required to lift, push, or pull up to 50 pounds occasionally.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. There is moderate noise associated with a business office including telephones, computer keyboards, printers, office traffic and visitors. The work environment requires the individual to have the ability to work in a confined space and sit at a computer terminal or in conference rooms.

United Way of the Piedmont is an Equal Opportunity Employer and Employer of National Service, AmeriCorps, Peace Corps, and other National Service; alumni are encouraged to apply.