

**GREATER MANKATO AREA UNITED WAY**  
Job Description (Non-exempt)

**TITLE:** Pledge Manager & Campaign Assistant

**REPORTS TO:** Resource & Donor Development Director

**HOURS:** 40 hours per week. Includes occasional evenings and weekends.

**CANDIDATE NOTICE:**

Are you a consummate learner with a passion to help others? Are you a detail-oriented, organized individual? Do you embrace change and enjoy continually building your skill set? Do you have a mission-driven personality to work in a nonprofit setting? If so, we encourage you to apply to join the Greater Mankato Area United Way team.

**ABOUT US:**

Greater Mankato Area United Way is a dynamic nonprofit organization located in Mankato, Minnesota, serving Blue Earth, Le Sueur, Nicollet, and Waseca counties. We focus on the impact areas of basic needs, health, and education to ensure our region stays strong and balanced. Our programs are thoroughly vetted by community-led impact teams and serve more than 65,000 people each year. Supported by over 1,700 annual volunteers, we convene and connect the community to build a better tomorrow for all.

**POSITION SUMMARY:**

This position focuses on the stewardship of new and existing workplace campaigns, business partnerships, and area residents, and is responsible for articulating the value of individual and corporate investments to a range of community members and stakeholders. The purpose of this rewarding position is to engage the members of the communities we serve by strengthening current relationships, encouraging donor support of yearly campaigns, and securing and tracking all sources of funding.

**PRINCIPAL ACCOUNTABILITIES:**

Assists in the overall fundraising and impact for the organization. Works to help secure, manage, and enter in to the donor tracking system all sources of revenue, including corporate and individual gifts, employee campaigns, and grants. Must possess Greater Mankato Area United Way's core values of Integrity, Commitment, Collaboration, and Accountability, and must believe in United Way's overall mission of improving and saving people's lives. Must be driven and focused to utilize donor dollars wisely.

**MAJOR FUNCTIONS & TASKS:**

1. Tracking Engagement & Communication

- Accurately tracks and projects engagement for assigned accounts. Manages and monitors campaign progress, identifies and communicates potential problems, and makes adjustments as necessary to attain goals. Regularly reports to and updates RDD Director, as well as CEO as requested.
- Is accountable for any appropriate follow up to implement and convert prospects into sustaining partners/donors through corporate giving and/or employee campaigns.
- Works with Data Systems Manager to add and update donor names and contact information, demography, and mapping; inputs donor communications; and produces notes on donor and prospect research.
- Gathers postal mail and creates daily deposit log and remote bank deposit; may make bank runs as needed.

- Works with Data Systems Manager and United Way’s volunteers to manage and distribute business and community mailings annually.
- May provide visibility for and represents the organization at meetings and events as assigned, especially those tailored to the business community.
- Maintains a current understanding of and articulates our impact, programs, initiatives, focus activities, and results.
- Supports CEO and RDD Director in preparing for and conducting rallies, trainings, and overall campaign efforts as needed.

## 2. Pledges Received Entry

- Manage the pledges received process and campaign envelopes, and makes the daily deposits related to fundraising campaign, grants, etc.
- May write grant applications as needed.

## 3. Annual Fundraising Campaign

- Contributes to all resource and donor development needs including mailings, meetings, pledge entry, grant applications, etc.
- Prepares clear, concise objectives and materials for each donor visit or rally.
- Researches companies and leadership for knowledge of history and culture.
- Works closely with all staff, board members, and volunteers to welcome prospective key executives and create peer-to-peer engagement opportunities.
- Leads the “Engaged Leaders United” segment; assists with initiatives to grow and engage the “Grow United” and “Always United” segments.

## 4. Community Involvement & Company Representation

- Provides visibility for and represents the organization at meetings and events as assigned, especially those tailored to the business community.
- Maintains a current understanding of and articulates our impact, programs, initiatives, focus activities, and results.
- Supports CEO and RDD Director in preparing for and conducting rallies, trainings, and overall campaign efforts as needed.

## 5. Other Duties

- Answers and directs calls or office visitors as needed. Assists with fundraising events, activities, programs, and projects as needed. Collaborates with volunteers and interns as needed. Performs other duties as they arise, as requested, or as required.

**This employee job description does not include a complete list of activities, duties, or responsibilities required for this role. Duties, responsibilities, tasks, and activities may change at any time with or without notice.**

### **DESIRED SKILLS OR ATTRIBUTES:**

Friendly. Organized. Flexible. Detail-oriented. Professional. Multitasker. Communicative. Computer savvy. High level of personal integrity. Reliable. Skilled at time management. Critical, analytical thinker. Collaborative. Caring. Experience in Microsoft Suite (Excel, Word, etc.) is required.

**TO APPLY:** Send cover letter and resume to Jill Cusick at [JillC@mankatounitedway.org](mailto:JillC@mankatounitedway.org).