

## **Position Description: UNWLA National Board Fundraising Chair**

The UNWLA National Board Fundraising Chair heads a special Fundraising Committee until formally approved as a Standing Committee at the 2024 Convention. The Fundraising Chair uses expert communication skills and a strong sense of initiative to identify fundraising opportunities, develop relationships with potential donors, and manage fundraising campaigns for the UNWLA. The Chair is responsible for guiding the Regional Councils, Branches, and Members-at-Large in various fundraising efforts. By coordinating events, writing proposals, and recruiting and leading volunteers, this position uses her speaking, writing, and leadership abilities to move the UNWLA closer to its financial goals.

This position serves until the 2024 convention at which time the Convention will vote whether to transition this Special Committee to a Standing Committee. The Chair reports to the UNWLA President.

### **Core Responsibilities:**

- Perform all duties specified in the UNWLA Bylaws and standing rules.
- Promote awareness of UNWLA's mission and work.
- Research individuals, corporations, and foundations that may be interested in gift-giving.
- Effectively convey UNWLA's mission, vision and programs to potential donors.
- Cultivate a network of dedicated donors and volunteers.
- Periodically apprise major donors of UNWLA activities by sharing annual report and other materials.
- Identify new fundraising opportunities.
- Plan fundraising initiatives to help the organization meet financial goals.
- Chair the UNWLA Fundraising Special Committee composed of Regional and Branch interested members. Share events, ideas and opportunities, encouraging Branches to organize and coordinate fundraising events.
- Strategize and successfully execute fundraising campaigns.
- Organize fundraising events while overseeing teams of volunteers.
- Craft fundraising proposals.
- Form strong relationships with external stakeholders.
- Manage a budget and track whether goals are being met.
- Inform successor how to access UNWLA Policies and Procedures and other important documents on the UNWLA website (Members' Portal).
- Ensure all pertinent documents are uploaded to the UNWLA Google Shared Drive.
- Inform successor how to access the UNWLA Google Drive.
- Utilize her UNWLA email address when conducting UNWLA business.
- Perform other duties as assigned by the RC President.

### **Skills and Qualifications**

- Experience in fundraising, sales, or marketing.
- Exceptional communication and relationship-building skills.
- Ability to lead and motivate colleagues and volunteers.

*Issued 12/27/23*

- Strong attention to detail.
- A passion for research.
- Adept at managing tasks, planning events, and balancing priorities.
- Competence in Microsoft Office suite and donor management systems.
- Experience writing press releases, and/or fundraising letters.
- Confidence in public speaking.

**Preferred Qualifications**

- Bachelor's degree in communications, business, public relations, or a related field
- Certificate in Fundraising, Diploma in Fundraising, or similar qualification