



United Way  
of Central Iowa

## POSITION PROFILE

# Chief Advancement Officer

United Way of Central Iowa

Des Moines, IA



# ABOUT UNITED WAY OF CENTRAL IOWA

United Way of Central Iowa (UWCI) has served as a trusted convener of philanthropic efforts in the Greater Des Moines region for over 100 years, bringing together individuals and organizations from every corner of central Iowa to create and implement initiatives that address the community's most pressing needs.

While progress has been made in recent decades to advance the mission and the work of UWCI, there are existing barriers to equal opportunity for every central Iowan. Since announcing its new strategic focus, UNITED to THRIVE in January 2021, UWCI has been exclusively driven by a shared vision of building all of its work and engagement with equity at the center.

UNITED to THRIVE is centered upon uniting central Iowans and fostering a thriving community—one that is equitable, engaged and empowered to create positive change. Through initiatives that extend UNITED to THRIVE's reach into specific communities, United Way is showing up - to collaborate, dialogue and build trust. UNITED to THRIVE also serves as a framework for targeted impact and a call to action to donors, volunteers, and advocates to unite to create a thriving community for everyone.

Investment decisions are made based on the advice and direction of community experts in the 5 Elements of a Thriving Community; Essential Needs, Early Childhood Success, Education Success, Economic Opportunity, and Health & Well-Being in central Iowa.

## Five Elements of a Thriving Community and Their Key Indicators for Success



### Essential Needs

Central Iowans live in stable, healthy places with essential supports they need to thrive.



### Early Childhood Success

Central Iowa children start out healthy and ready to learn.



### Education Success

Central Iowa youth are academically successful and have a plan for their future.



### Economic Opportunity

Central Iowans have sufficient income and opportunities to build wealth.



### Health & Well-Being

Central Iowans have physical and mental well-being.



**The funds raised by United Way of Central Iowa are invested in local programs and initiatives to address the very real challenges that people face in the Greater Des Moines region.**

More than 350 organizations in central Iowa hold annual workplace campaigns for United Way to boost the community's collective impact.

UWCI also has several donor affinity groups that are committed to directing their giving and volunteering to the causes they care about most. UWCI donor affinity groups meet and learn with others that have the same passion for serving others in the community.



## ELI

The Education Leadership Initiative (ELI) are donors focused on helping students make a successful transition to high school.

Donations are designated to Education Success initiatives.



## LEAD UNITED

Lead United members are all donors who give \$1,000 or more to United Way each year, devoting their giving to improving all lives in central Iowa.

Donations are designated to United Way's Community Impact fund.



## LINC

LINC (Lead. Impact. Network. Change) unites young professionals and emerging leaders focusing on central Iowans' essential needs, such as food insecurity and housing.

Donations are designated to Essential Needs initiatives.



## TOCQUEVILLE

The Members of the Tocqueville Society give a minimum of \$10,000 each year, and lead many initiatives in our community.

Donations are designated to United Way's Community Impact fund.



## UNITED LEAGUE

United LEAGUE engages donors who identify as Black or as allies to help improve economic opportunities and empowerment for all central Iowans.

Donations are designated to Economic Opportunity



## WOMEN UNITED

Women United members are leadership donors who are passionate about school readiness and early childhood initiatives.

Donations are designated to Early Childhood Success initiatives.

## United Way Campaign in Central Iowa

More than 19,000 donors

370 companies and organizations

637 Education Leadership Initiative members

1,957 LEAD UNITED members, giving \$1,000 or more

182 LINC members

412 Tocqueville Society members, giving \$10,000 or more

95 United LEAGUE members

413 Women United members

#1 city in per capita United Way giving per person employed, among cities raising \$25 million or more

United Way of Central Iowa has earned a four-out-of-four-star rating each year since 2004 from Charity Navigator, the nation's largest independent evaluator of charities and nonprofit organizations. Less than 1 percent of the thousands of charities evaluated have achieved four-stars for ten years in a row or more.

Furthermore, in December 2022, United Way of Central Iowa was recognized by The Business Record as one of the Top 25 Most Influential Nonprofits in the Greater Des Moines region.

Today, UWCI has 73 employees and is dedicated to authentically engaging nonprofits, businesses, elected officials, community leaders and those with lived experiences to collaborate and implement long-lasting solutions. The entire UWCI team and Board share responsibility for this work, and are specifically committed to thinking and acting in a way that is accountable to the advancement of equity in central Iowa for many years to come.





## Mission

Improve Lives by Uniting the Caring Power of Community.



## Vision

United Way envisions a community where all individuals and families have the opportunity to thrive through the five elements of a thriving community.



## Core Values

Community Engagement

Integrity

Responsiveness

Striving for Excellence

Compassion

For more information, please visit [United Way of Central Iowa's website.](#)

[Read the 2023 Community Report.](#)



# THE OPPORTUNITY

United Way of Central Iowa finds itself in an exciting period of growth and is embarking on an elevated level of impact following a strategic re-organization. This recent re-structuring of the UWCI team will significantly optimize talent and drive efficiency across the organization.

As the organization enters a new chapter, The Chief Advancement Officer will play an integral role in deepening UWCI's impact while continuing to engage the community in meaningful change. This is a remarkable opportunity for a strategic leader to provide guidance to communications and the philanthropic direction of the organization, including leveraging data and technology while shaping the overall messaging and implementation of UNITED to THRIVE.

UWCI is seeking a highly collaborative and innovative leader to oversee all aspects of fundraising and communications strategies that lead to cultivation of individual and institutional donors. The Chief Advancement Officer will be intentionally focused on integrating the work of the advancement team across the organization. A results-oriented strategic leader, this person will be responsible for managing 5 direct reports and 13 highly talented and dedicated team members with a focus on short term and long term fundraising and communications plans in partnership with the UWCI staff and Board.

A key accountability of the CAO will be creating new and enhancing current resource streams and initiatives such as grants, sponsorships, planned giving, endowment and in-kind gifts to maintain trusting donor relationships and meet measurable revenue goals. In addition, this leader will engage a broad range of constituents, including corporations, community partners, foundations, individual donors, advocates and event attendees. They will also align the vision and strategic work of the organization via all communications, marketing and public relations that promote and create a clear and consistent message to engage community members and organizations.

A critical element of this role is to prioritize and utilize digital marketing strategies as a method for which to engage with the tens of thousands of donors who support UWCI. This person will implement year-round campaigns and capitalize on digital networks that connect UWCI to new and existing communities and donors. They will refresh UWCI's approaches to storytelling, effective email campaigns, search engine optimization and automated donor engagement techniques.



UWCI is focused on finding new ways to reach larger audiences in order to create more opportunities to build stronger relationships and connectivity to accomplish its mission.

The CAO will lead the evolution of effectively capturing, monitoring and analyzing data. By utilizing analytics and digital fundraising strategies that enable donor retention and recurring gifts, the CAO will be successful in achieving more revenue in support of UWCI's initiatives. The ideal candidate will have a combination of strategic, leadership, marketing and fundraising experience and the ability to foster teamwork within the Advancement Department and across the organization.

UWCI is a volunteer-driven organization, and the successful candidate will have the innate ability to use sound leadership skills to engage staff, potential and existing donors, partners, volunteers and the media. The CAO will champion the UNITED to THRIVE framework and exude the organization's core values of compassion, integrity, community engagement, responsiveness and striving for excellence.





# CANDIDATE PROFILE

While it is understood that no single candidate will offer every desired attribute and competency, the following is a representative list of the ideal professional and personal qualities, skills, and characteristics along with primary tasks and responsibilities.

## Passion for Equity and Mission of UWCI

- Demonstrate a passion for advancing the organization's mission, incorporating an equity lens into messaging and donor relations.
- Demonstrate an understanding of how to build diversity, equity, and inclusion among fundraising staff, programs, and initiatives; culturally competent with respect to issues such as racial, cultural, religious, sexual, and gender identity.
- Have genuine empathy for others with a focus on deeply understanding the constituents and the community that UWCI serves.
- Share similar core values with the UWCI team – compassion, integrity, community engagement, responsiveness and striving for excellence.
- Have a deep commitment to the Greater Des Moines region and community.

## Strategic and Collaborative Leader of Teams, Culture and Operations

- Have a proactive, positive, open, and effective communication style, with the ability to provide clear expectations and accountability measures for deliverables while encouraging innovation.
- Demonstrate ability to maintain several projects of equal priority at once and sustain productivity and accuracy under pressure.
- Exhibit both excellent leadership and extraordinary followership skills as well as the ability to build collaborative and collegial relationships across the organization through established priorities, objectives and performance standards.
- Balance team and individual responsibilities; exhibit objectivity and openness to others' views; give and welcome feedback; contribute to building a positive team spirit; put success of team/UWCI above own interests; ability to build morale and group commitments to goals and objectives; focuses on professional development; supports everyone's efforts for success.
- Identify, develop and implement operational efficiencies that support UWCI's marketing efforts and customer relationships that may include pledge processing, maximizing the organization's CRM and year-round relationship building with individuals and organizations.

## Innovator in Donor Stewardship and Fundraising

- Forward thinker with a track record of fostering new approaches, ideas, and solutions, including crowdsourcing, use of graphics, publishing trusted content and stories to drive organic followers that translate into potential donors.
- Bring an adept understanding of digital and social media campaigns as methods for which to engage with mass amounts of donors; experienced and comfortable with creating and implementing comprehensive interactive online digital strategies to both attract, nurture and maintain donor relationships.
- Possess a broad-based knowledge of targeting specific people with specific messaging to personalize the donor experience in addition to various advancement activities including planned giving, major gift programs, event planning and management, direct solicitations, leveraging fundraising databases and support systems for donor segmentation, research and volunteer management.
- Keen understanding of the evolving nature and dimensions of modern philanthropy and fundamental adherence to the principles, ethics, and best practices therein, including the integration of various giving programs and digital platforms to diversify the funding base and cultivate greater donor commitments.
- Demonstrate ability to execute integrated, strategic, and innovative communications in support of achieving fundraising goals, mission advancement, or other organizational priorities.
- Demonstrate ability to integrate data into decision-making and donor engagement strategy development. Successfully align donor interests with UWCI's mission and evaluate and refine existing recognition programs, fundraising policies and guidelines.



## Compelling Communicator and Change Agent

- Implement a cohesive marketing strategy with the team, the CAO will naturally be a driver of cultivating an organization-wide understanding of and partnership around strengthening and broadening local public awareness, donor affinity, and message effectiveness. Collaborate with others on strategies/initiatives to increase revenue and UWCI's impact and presence.
- Develop and oversee compelling messaging, communication, and collateral materials to advance UWCI's work within targeted constituencies including the philanthropic community. Work in close alignment with the President and senior leadership team to ensure that messages are consistent to all constituents, including donors and potential donors.
- Promote awareness and understanding of UWCI's mission and impact and secure appropriate funding for ongoing initiatives.
- Have a credible approach to building collaboration, buy-in and generating support from a diverse pool of key volunteers, business leaders, individual major donors, foundation program officers and corporate campaign officers.
- Demonstrate effective, culturally competent and open communication skills, with outstanding verbal and written proficiencies.

## Strong Relationship Builder

- Ability to authentically engage and inspire others as a senior leader of UWCI.
- Build and nurture strong relationships with all constituencies, including the Board of Directors and Donor Affinity Groups. Be a humble, empathetic, inspiring, dependable, and team-oriented leader with a high degree of emotional intelligence.
- Cultivate and maintain relationships with a diverse pool of volunteers and donors.
- Keep abreast of current economic, political, legislative, technical or general business trends in the Greater Des Moines community that may affect UWCI and key relationships. Recommend appropriate responses (strategy revision, internal support processes, etc.).
- Help promote a cooperative spirit within and outside of the organization with partners, as well as externally through the United Way regional and national networks.

*United Way of Central Iowa is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ+ leaders.*



# ABOUT DES MOINES

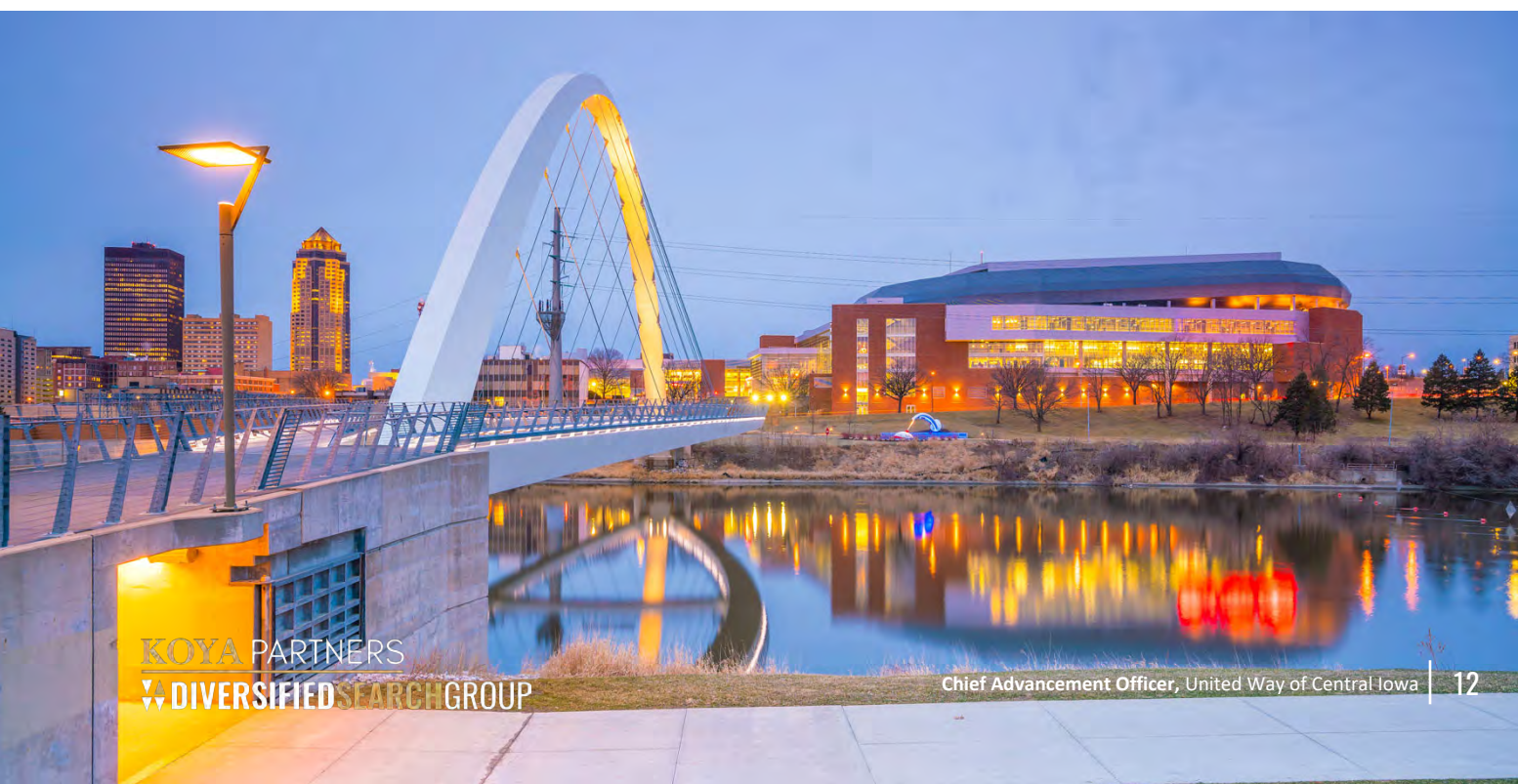
The City of Des Moines is Iowa's capital city. United Way of Central Iowa focuses on three counties in Iowa: Polk, Dallas and Warren.

The city of Des Moines has much to offer. With more than 215,000 residents and 52 neighborhoods, it stands to be one of the most attractive and fastest growing cities in the Midwest.

Greater Des Moines has 700,000 residents and is described as vibrant, welcoming and affordable. Beyond its great schools and colleges, outdoor activities, restaurants and parks, Des Moines has consistently been ranked as a top 10 city for low cost of doing business, low cost of living and for an exceptional quality of life.

Greater Des Moines has been recognized as an outstanding place to call home and advance your career:

- #7 Most Affordable Housing Market — GoodHire, 2022
- #6 Metro for Number of Economic Development Projects — Site Selection Magazine, 2022
- Top 10 City to Live in after the pandemic — Today, 2021
- #7 Best Midwestern City for Women in Stem — CommercialCafe, 2021
- #4 Best Place to Raise Kids — SmartAsset, 2021
- #1 Best Place to Live in the Midwest for High Salaries and Low Cost of Living — The Ascent, 2021
- #2 Safest Place to Live — U.S. News & World Report, 2021
- #1 Metro for Millennials to Buy Homes by Grow Magazine, 2019



# COMPENSATION & BENEFITS

The annual salary for this role will be based on a range, starting at \$150,000 - \$165,000 and will be commensurate with the successful candidate's skills and experience. UWCI also offers a generous benefits package.

## CONTACT

Koya Partners, the executive search firm that specializes in mission-driven search, has been exclusively retained for this engagement. Tiara Muse is leading this search along with Gina Wrolstad. To express interest in this role please submit your materials by [filling out our Talent Profile](#) or email the team directly at [uwci\\_cao@koyapartners.com](mailto:uwci_cao@koyapartners.com).

All inquiries and recommendations will be considered strictly confidential.

Koya Partners is committed to providing reasonable accommodation to individuals living with disabilities. If you are a qualified individual living with a disability and need assistance expressing interest online, please email [NonprofitSearchOps@divsearch.com](mailto:NonprofitSearchOps@divsearch.com). If you are selected for an interview, you will receive additional information regarding how to request an accommodation for the interview process.

### About Koya Partners

Koya Partners, a part of Diversified Search Group, is a leading executive search and strategic advising firm dedicated to connecting exceptionally talented people with mission-driven clients. Our founding philosophy—The Right Person in the Right Place Can Change the World—guides our work as we partner with nonprofits & NGOs, institutions of higher education, responsible businesses, and social enterprises in local communities and around the world.

Learn more about how we can help you with your search on the [Koya Partners website](#).