



The United Church of Canada

Position Description

Position Title: Individual Giving Associate	Evaluation Category: 5
Reports to Position: Individual Giving Lead	Direct Reports: none
Unit/Regional Council: Philanthropy	Date Last Reviewed: January 2025

Context

Called by God, as disciples of Jesus, The United Church of Canada seeks to be a bold, connected, evolving church of diverse, courageous, hope-filled communities united in deep spirituality, inspiring worship, and daring justice.

Within the United Church, the General Council Office supports the ministry of communities of faith and regional councils. It is the denominational expression of The United Church of Canada, working ecumenically and in global partnership.

The Philanthropy Unit is responsible for raising the wider church's annual gifts for Mission & Service, which is the main source of funding for the ongoing mission and ministry of The United Church of Canada. It oversees a direct response giving program (including Memorial/In Honour gifts), a planned and major gift program, and promotes the Pre-Authorized Remittance (PAR) program. The Unit also includes the church's stewardship development ministries and revenue generation support of congregations and supports the Foundation of The United Church of Canada.

The United Church of Canada Foundation was created in 2002, by the Executive of the General Council of The United Church of Canada. It is a separate, independently incorporated public Foundation. The Foundation fosters deep spirituality, bold discipleship, and daring justice by attracting and deploying of financial resources. Through capacity building, convening, granting, and careful stewardship of funds entrusted to us, we support congregations, ministries and programs that enrich The United Church of Canada, create a more just planet, and celebrate God's abundance in the world.

Position Purpose

The Individual Giving Associate develops relationships with members and friends of the Church, built on a firm understanding of donors' interests, passions and values. They exemplify and model a donor centered approach and play a lead role in stewardship, moves-management, soliciting and closing mid-level gifts (\$500 - \$3,000). They bridge the gap between annual donors and major donors. This engagement with donors will encourage retention and upgrading while adding a personal touch for this unique donor group.

Primary Areas of Responsibility

1. Relationship Management – Donor Cultivation, Solicitation and Stewardship (85%)

- In collaboration with the Individual Giving Lead create and implement short, intermediate and long-term individual mid-level gift donor strategies;
- Develop, maintain, manage and act as the primary relationship manager for a portfolio of 350 – 500 individual donors and or prospects;
- Qualify, Identify, cultivate solicit and steward current and potential donors, to achieve revenue goals. Note that most of this relationship building will occur via phone and email;

- Align church priorities with donor interests and develop strategies that ensure a strong and sustainable mid-level pipeline that identifies donors who may move up the chain to the Major Gift portfolio;
- Continually refine and execute prospect and donor research strategies in order to keep momentum building for the donor pipeline;
- Prepare and share regular update reports with donors, focusing on their interests to foster trust, strengthen relationships, and encourage ongoing support;
- Maintain a high level of customer service to donors and respond to inquiries following the principles of donor-centered revenue generation;
- Track and report relationship management activity including identification, qualification, cultivation, solicitation and stewardship of prospective and current donors; and
- Maintain complete, detailed and accurate electronic records of all activities, measuring and evaluating impact, outcomes and changes in donations, number of donors, average gift and total revenue.

2. Collaboration and Teamwork (15%)

- Collaborate and provide support to the annual, major and planned giving programs and ensure the integration of mid-level giving streams so that the prospect pipeline is optimized for increasing revenue and engagement;
- Contribute to shared strategies, resources and approaches in donor centred fundraising;
- Collaborate with team members to consistently improve our constituent databases; and
- Develop and host online and in-person events at least twice a year in collaboration with the philanthropy team.

Your job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments, which may impact upon your job duties or methods of working.

Position Qualifications

Education

- Post-secondary education preferably in fundraising, marketing and/or non-profit administration

Experience

- 1-2 years of experience in fundraising, revenue generation or an equivalent combination of education and experience;
- Experience and a proven track record of soliciting gifts of \$1,000 and more;
- Experience working with donors and fundraising volunteers is desired;
- Knowledge of Canada Revenue Agency guidelines pertaining to charitable giving and understanding of the implications for bequest and immediate major gifts for the region, and “best practices” in ethical fundraising practice; and
- Membership in AFP or equivalent association is desired.

Skills and Abilities

- Excellent relational and inter-personal communication skills, (both verbal and written) and presentation skills, together with respect for and experience working in a culturally diverse context; Must be comfortable interacting with people collectively and individually;

- Solid research, writing, editing and proofreading skills with a keen eye for attention to detail and an awareness of communication vehicles;
- Strong organizational, administration, planning, problem-solving and follow through skills, with the flexibility to switch easily from one task to another to effectively juggle multiple tasks at the same time as situations or priorities change;
- Ability to work independently, taking initiative, with minimal supervision, using resources effectively and efficiently and collaboratively in a flexible and collegial way;
- Strong database management skills and computer skills in the use of various software applications - Office 365, Dynamics, SharePoint, One Drive, Teams, Zoom, internet applications, and social media management platforms;
- Sensitivity to, and skills in, nurturing donor relationships together with a high degree of tact, diplomacy, good judgment and discretion in dealing with confidential or sensitive matters;
- A motivated self-starter with the ability to work independently, taking initiative, and work collaboratively in a flexible and collegial way;
- Willingness and ability to travel within Canada;
- Knowledge of ethos within a congregational setting is desired; and
- Ability to work in French, and/or in other languages other than English would be considered an asset.

Personal Characteristics

- Alignment with the vision and values of The United Church of Canada – respect, integrity, passion and diversity.

Working Conditions

The United Church of Canada has adopted a hybrid workplace model, providing flexibility for this position, working both off-site and in the General Council Office, currently located at 3250 Bloor Street West in Toronto, ON. The incumbent will be provided, for work purposes, use of secure devices and must be available by email, phone, teams or zoom during regular office hours Monday to Friday. Travel within Canada is required. Sitting and viewing a computer screen for long periods, keyboarding/using voice recognition software, intermittent physical activity including sitting, standing and being on the phone for long periods of time will be required. Occasional additional hours may be required.

As part of our ongoing commitment to the Accessibility for Ontarians with Disabilities Act, The United Church of Canada will aid employees who request accommodation throughout their employment with us, unless the position is deemed to be a bona fide occupational requirement and/or to the point of undue hardship considering issues of health, safety and cost.