

LUBBOCK AREA UNITED WAY

RESOURCE DEVELOPMENT COORDINATOR, LE PROGRAM

Job Description



Lubbock Area
UNITED WAY

Job Title Resource Development Coordinator	Reports To Director of Strategic Donor Engagement
FLSA Status Non-Exempt	Department Resource Development
Prepared By Amanda McAfee, President & CEO	Prepared Date July 16, 2026
Approved By Brett Thigpen, Director of Strategic Donor Engagement	Approved Date July 27, 2026

SUMMARY

The Resource Development Coordinator plays a key role in advancing the fundraising mission of Lubbock Area United Way by managing the Loaned Executive and JumpStart programs, supporting corporate and employee giving campaigns, and driving volunteer-led revenue development initiatives. This position works in close partnership with the Director of Strategic Donor Engagement to build donor and volunteer relationships, execute campaign strategy, and identify new opportunities for revenue growth. The Resource Development Coordinator is expected to actively contribute to fundraising outcomes, not simply support them, by managing key relationships, tracking progress toward campaign goals, and recommending strategies that strengthen the organization's revenue development efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following duties are representative but not exhaustive. Other duties may be assigned.

Fundraising Strategy & Campaign Growth

- Serve as a frontline contributor to Lubbock Area United Way's Annual Campaign revenue goals, partnering with the Director of Strategic Donor Engagement to identify, cultivate, and grow corporate and workplace giving accounts.

- Identify and recruit new JumpStart companies and Loaned Executive partner organizations, treating each as a prospective long-term donor relationship rather than a one-time program placement.
- Track campaign performance metrics for assigned programs and portfolios, and report progress, trends, and opportunities to the Director of Strategic Donor Engagement.
- Propose and help implement new strategies and program enhancements aimed at increasing dollars raised, donor retention, and workplace campaign participation.
- Support the Director of Strategic Donor Engagement in preparing materials for Campaign Cabinet meetings and in the annual campaign goal-setting process.

Loaned Executive Program

- Lead the planning, coordination, and execution of the Loaned Executive program as a core revenue-generating initiative of the Annual Campaign.
- Support recruitment, onboarding, and training of volunteers, equipping them to solicit gifts effectively on behalf of United Way.
- Collaborate with the volunteer Loaned Executive Chair to engage volunteers and align program activity with campaign fundraising targets.
- Organize and facilitate key events such as kickoff, retreat, agency tours, Day of Caring, and other meetings.
- Plan and execute leadership development activities for Loaned Executives, building their skills in relationship management, character development, and community citizenship so they emerge as future donors, volunteers, and campaign leaders.
- Coordinate with the Marketing & Communications Director to produce all necessary materials (e.g., slides, handouts, thank-you gifts).
- Prepare volunteers for donor meetings and solicitations by providing talking points, giving strategies, and presentation support.
- Lead the planning, coordination, and execution of the Loaned Executive Alumni program, including annual events and a mentorship program that keeps former Loaned Executives engaged as future donors and advocates.
- Conduct training sessions, lead volunteer leadership team meetings, maintain the program calendar, and manage the program budget.

JumpStart & Corporate Giving

- Identify and recruit new JumpStart companies, with a focus on expanding the organization's base of corporate donors and workplace campaigns.
- Collaborate with the volunteer JumpStart Chair to engage volunteers for campaign solicitation and stewardship.
- Provide consistent communication and updates to all stakeholders, positioning each touchpoint as an opportunity to deepen the giving relationship.
- Coordinate recognition of JumpStart companies at campaign events to encourage continued and increased giving.
- Propose and implement new ideas to grow and improve the program's fundraising results.

Campaign Team & Donor Support

- Lead, support, and oversee the work of the Corporate and Annual Giving volunteer teams, coaching volunteers toward stronger solicitation outcomes.
- Provide training and support to campaign volunteer teams as needed.
- Serve as the primary support for companies launching their first employee campaigns, guiding new campaign coordinators through planning, solicitation, and execution to maximize first-year results.
- Maintain regular communication with campaign coordinators and provide ongoing stewardship throughout the campaign lifecycle to encourage sustained and increased giving.
- Assist the Database Administrator with donor and prospect record maintenance in the gift management system as it relates to assigned programs.

Community Engagement & Communications

- Complete assigned CEO calls to steward relationships, receive feedback, and engage companies in LAUW activities, including employee support, volunteering, sponsorship, and employee giving, with an eye toward increasing each account's overall investment.
- Identify upgrade and expansion opportunities within existing donor and corporate relationships, and bring recommendations to the Director of Strategic Donor Engagement.
- Represent United Way at workplace campaign meetings and community events, serving as an ambassador for the organization's fundraising priorities.

Documentation & Process Improvement

- Maintain accurate documentation of all processes and procedures in the project management system.
- Continuously seek opportunities to improve program efficiency, volunteer engagement, and fundraising results.

Organizational Culture

- Uphold the Core Values of Integrity, Community-Minded service, One Team-United, and Visionary Leadership in all aspects of the role.
- Participate actively in Team Rumbles, Team Development Days, and other staff events.

SUPERVISORY RESPONSIBILITIES

This position does not have direct supervisory responsibilities but is expected to lead, coach, and hold accountable the volunteer teams and campaign coordinators assigned to its programs.

QUALIFICATIONS

To perform this job successfully, an individual must be able to satisfy each essential duty. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Associate degree or equivalent college coursework required; Bachelor's degree preferred. Minimum of 3-5 years of progressively responsible experience in a professional setting, preferably including some fundraising, sales, account management, or volunteer management experience. Experience in a nonprofit or volunteer-driven environment is preferred.

Skills

- Ability to build and cultivate relationships with volunteers, donors, and corporate stakeholders that translate into measurable fundraising results.
- Ability to plan, organize, and facilitate meetings and events that support campaign goals.
- Strong written and verbal communication skills, including the ability to prepare volunteers for donor solicitations.

- High attention to detail and accuracy in tracking campaign data and progress toward goals.
- Ability to manage multiple projects, deadlines, and volunteer teams in a fast-paced environment.
- Proficiency in Microsoft Office applications; comfort learning donor/gift management databases.

CORE COMPETENCIES

The following competencies reflect LAUW's Core Values and define what success looks like in this role:

- Integrity: Demonstrates transparency, accountability, and trustworthiness with donors, volunteers, and teammates. Honors commitments and follows through on campaign responsibilities.
- Community-Minded: Approaches every program and donor interaction with a genuine desire to grow United Way's impact on the South Plains community.
- One Team – United: Collaborates openly with the Resource Development team and other departments. Assumes the best of volunteers and donors and builds people up.
- Visionary Leadership: Brings creative thinking to program and campaign challenges. Proactively recommends new approaches to grow revenue and community engagement.
- Empathy: Listens to volunteers, donors, and teammates with genuine curiosity and communicates expectations and hard truths with kindness.

PHYSICAL DEMANDS

The physical demands described here are representative of those that an employee must meet to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

The Resource Development Coordinator will spend long hours sitting and using office equipment and computers, which can cause muscle strain.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

This position operates primarily in a professional office environment with regular off-site meetings, agency site visits, and community events throughout the Lubbock area. Travel for conferences or United Way Worldwide convenings may be required.

COMPENSATION & BENEFITS

Salary Range: \$45,000-50,000 annually

Benefits Include:

- Private health, dental, and vision insurance plans
- 403(b) thrift retirement plan
- Paid time off
- 9 paid holidays per year
- 8 free counseling sessions per year

APPLICATION INFORMATION

To apply for this position, please email a cover letter and resume to Brett Thigpen at bthigpen@lubbockunitedway.org. Applications will be reviewed on a rolling basis until the position is filled.