

LUBBOCK AREA UNITED WAY

RESOURCE DEVELOPMENT COORDINATOR, LOCAL GOVERNMENT

Job Description



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 State Employee Charitable Campaign (SECC), supporting local government 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 & Portfolio 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 the SECC and local government employee campaigns.
- Build, manage, and steward relationships with volunteers, donors, and prospects with the specific goal of increasing annual giving year over year.

- Track portfolio performance and campaign metrics for assigned employee campaigns, and report progress, trends, and opportunities to the Director of Strategic Donor Engagement.
- Propose and help implement new strategies to increase dollars raised, donor retention, and workplace campaign participation across assigned accounts.
- Support the Director of Strategic Donor Engagement in developing and executing effective fundraising strategies for the Resource Development Team.

South Plains State Employee Charitable Campaign (SECC)

- Serve as the local campaign manager for the South Plains State Employee Charitable Campaign, overseeing all aspects of the campaign's planning, execution, and reporting within the region.
- Collaborate with the volunteer Local Employee Committee to engage state agencies and volunteers and align program activity with campaign fundraising targets.
- Recruit, train, and support nonprofits to apply as a charity under the SECC and solicit funds through the campaign.
- Recruit, train, and support campaign coordinators and volunteers across South Plains state agencies to run effective, well-organized workplace campaigns.
- Serve as the primary point of contact between the state SECC administration and South Plains agencies, ensuring campaign materials, deadlines, and compliance requirements are met.
- Set and track regional participation and revenue goals for the South Plains and develop strategies to grow employee giving year over year.
- Plan and execute campaign kickoff events, agency presentations, and employee giving drives throughout the South Plains region.
- Prepare and submit accurate campaign reports and pledge documentation to the state SECC office in accordance with program requirements and deadlines.
- Recognize and steward top-performing state agencies, volunteers, and donors to encourage continued participation and campaign growth in future years.

Government & Workplace Campaigns

- Manage and grow local government employee campaigns, treating each agency as a long-term revenue relationship rather than a single annual ask. Assist in program development, including recruitment, training, and ongoing support.
- Provide accurate, timely reports to volunteers and campaign coordinators throughout each campaign, using data to identify opportunities to increase giving.

- Recommend and pilot new approaches to expand participation and per-capita giving within government and workplace campaigns.

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 job has no direct supervisory responsibilities but is expected to recruit, train, and manage volunteers to accomplish campaign and stewardship goals.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. 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 essential functions.

Education and/or Experience

An associate degree or some college education is required; non-profit or fundraising experience is a plus. Proficient use of all Microsoft Office products. Strong organizational skills and a proven ability to manage multiple detailed tasks and projects are imperative.

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.