



The United Way of Carlisle & Cumberland County is a local nonprofit organization serving the Carlisle & Cumberland County area since 1918. United Way of Carlisle & Cumberland County works to address the community's most pressing needs by providing financial support to 34 local programs operated by 23 non-profit partner agencies. Additionally, United Way provides heating assistance, pre-kindergarten scholarships, school readiness activities, and information and referral services.

Position Title: Resource Development Director, Full Time

Location: United Way of Carlisle & Cumberland County – Carlisle, PA

Reports To: Executive Director

Date: August 7, 2026

POSITION SUMMARY:

The ideal candidate is a dynamic, strategic, results-oriented self-starter with excellent written and verbal communication skills. They should be an innovative, energetic, experienced fundraiser with a successful track record of cultivating, soliciting, and closing annual gifts while building and sustaining relationships with volunteers, donors, and corporate leaders.

Reporting to the Executive Director, the Resource Development Director will manage and expand all aspects of United Way of Carlisle & Cumberland County's development program to effectively support its mission and strategic initiatives. Key components of the development program include workplace giving, corporate sponsorship, major gifts, grants, and special-event management.

DUTIES & RESPONSIBILITIES:

Fundraising:

- Cultivates community support for the campaign by initiating and maintaining contacts with individuals, businesses, and organizations.
- Manages annual direct mail and online giving campaign. Secures corporate sponsorships for the annual campaign and special events. Orders and tracks all inventory related to campaign supplies/material.
- Organizes annual special events including the campaign kickoff and celebration, Humanitarian Award, Women United and other leadership events.

Evaluation & Measurement Responsibilities:

- Prepares and distributes timely, accurate campaign progress reports to the Executive Director, Board of Directors, and Campaign Committee, as applicable. Analyzes and reports regularly on campaign progress and prepares post-campaign evaluation and analysis reports. Compiles all reports required by United Way Worldwide.
- Researches, tests, and implements new campaign techniques and materials to improve the campaign's effectiveness.
- Identifies community economic or social conditions that may directly or indirectly affect campaign success.

Volunteer Development Responsibilities:

- Prepares, recruits, and trains campaign volunteers, employee campaign coordinators, and agency representatives for a significant role in the annual campaign.

Works Closely With:

- Executive Director, Campaign Co-Chairs, and Campaign Committee to develop and implement campaign strategy.
- Finance Director to ensure the maintenance of the donor database, oversight, and tracking of individual gift documentation and gift acknowledgment.
- Community Impact Director to connect donor interests with United Way programs, agencies, and volunteer opportunities.
- Executive Director & marketing team to develop campaign messaging and materials, including press releases, videos, brochures, and annual reports. Prepares articles for the web, social media accounts, and e-newsletter.

Other Responsibilities:

- The job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned.

EDUCATIONAL REQUIREMENT:

- Bachelor's degree in a related field.

SKILLS & OTHER REQUIREMENTS:

- 3 – 5 years of direct fundraising, sales, or related experience, preferably in a non-profit environment.
- Excellent oral and written communication skills.
- Strong organizational and project management skills.
- Ability to work under minimal supervision.

- Proficiency in Microsoft Word, Excel, and Outlook applications.
- Familiar with database software or equivalent preferred.
- Knowledge of United Way organization preferred.
- Must have a valid PA driver's license and access to a motor vehicle during work hours.

PROFESSIONAL EXPECTATIONS:

- Must be a team player, able to motivate others, and work well with various constituencies to achieve organizational goals.
- Represents UWCCC in a professional, business-like manner.
- High degree of integrity to deal ethically with confidential information.
- Must comply fully with the UWCCC's Code of Ethics policy.

PHYSICAL DEMANDS & WORK ENVIRONMENT:

- Works in an office environment and within the community in various settings, including outdoors.
- Position requires some travel and occasional evening and weekend work.
- Special events may require several hours of standing and occasional heavy lifting and carrying.

BENEFITS:

- United Way of Carlisle & Cumberland County provides various benefits, including health insurance, paid time off, retirement, and life and disability insurance.

SALARY:

- Beginning at \$50,000, commensurate with experience.

United Way of Carlisle and Cumberland County will provide reasonable accommodations to qualified individuals with disabilities and encourage prospective employees and incumbents to discuss potential accommodations with the Employer.

United Way of Carlisle & Cumberland County is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, religion, creed, disability, veteran status, advanced education, marital status, age, sex (including pregnancy), sexual orientation, gender identity, gender expression, national origin or ancestry, genetic information, and other legally protected characteristics, in accordance with applicable laws.

Qualified, interested applicants should submit a cover letter, resume, and requested salary range by **August 24, 2026** to cate@uwcarlisle.org. Please include the "Resource Development Director" job title in the subject line. Materials may also be mailed to United Way of Carlisle & Cumberland County, 145 South Hanover Street, Carlisle, PA 17013.