



Major Gifts Officer

Leadership Profile

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*Prepared by Ashley Buderus, Melissa Fincher
& Maya Holt-Brockenbrough*



Executive Summary

United Way of Metropolitan Dallas (UWMD), a bold catalyst for social change in North Texas, seeks strategic, mission-driven Major Gifts Officers who understand and appreciate the impact of philanthropy in Dallas and the essential role of major gifts in fueling community transformation. These full-time positions offer a unique opportunity to strengthen and grow UWMD's donor base in support of critical education, income, and health initiatives aligned with the organization's Aspire United 2030 strategy.

UWMD is a community-based social change organization that serves North Texans in Collin, Dallas, southern Denton, and Rockwall Counties. For more than a century, UWMD has united individuals, nonprofits, corporations, educational institutions, and government entities to address the root causes of challenges in education, income, and health—the building blocks of opportunity.

As UWMD celebrates its Centennial, individual giving remains a vital engine for impact. In fiscal year 2024, individuals contributed approximately \$9.2 million, accounting for 18% of total revenue. These gifts reflect a deep regional commitment to United Way's mission and data-driven solutions.

Major Gifts Officers serve as trusted philanthropic advisors and are responsible for cultivating, soliciting, and stewarding a portfolio of high-capacity donors. These individuals will develop customized giving strategies that align with donor passions and UWMD's mission-driven goals—successfully securing five- and six-figure gifts. The role is highly collaborative, partnering with corporate fundraisers, leadership giving teams, and executive leadership to expand the reach and effectiveness of UWMD's fundraising efforts.

Ideal candidates will bring a strong background in donor relations and fundraising strategy, with a proven track record of success in securing major gifts. They will be persuasive communicators, relationship-builders, and team players who thrive in a fast-paced, impact-focused environment. A deep understanding of Dallas's philanthropic landscape and a passion for equity and community empowerment are essential.

This is a compelling opportunity for results-oriented development professionals to play a pivotal role in one of the region's most impactful nonprofit organizations—helping to drive sustainable change and lasting opportunity for generations of North Texans.

To express interest in this opportunity or submit a nomination, please refer to the Procedure for Candidacy at the end of this profile.

Organization Overview

United Way of Metropolitan Dallas (UWMD) is a community-based social change organization that serves North Texans in Collin, Dallas, southern Denton, and Rockwall Counties. For more than a century, UWMD has united individuals, nonprofits, corporations, educational institutions, and government entities to address the root causes of challenges in education, income, and health—the essential building blocks of opportunity.

Bold Vision for the Future: As it celebrates its Centennial year, UWMD is building on a legacy of leadership with renewed momentum and ambitious goals for the future. Guided by the *Aspire United 2030* strategy, the organization is mobilizing a region-wide movement to ensure that all North Texans—regardless of race or ZIP code—have the opportunity to reach their full potential.

A Systems-Wide Approach to Lasting Change: What distinguishes United Way of Metropolitan Dallas is its collaborative, systems-wide approach. The organization brings together people from all backgrounds—donors, volunteers, advocates, and community leaders—to drive measurable and lasting change across neighborhoods and populations.

Trusted, Transparent, and Effective: UWMD has earned the highest rating—four stars—from Charity Navigator, underscoring its commitment to

transparency, effective stewardship, and mission-driven impact.

The Power of Individual Giving: Individual donors are central to United Way’s mission. In fiscal year 2024, individuals contributed approximately **\$9.2 million**, representing 18% of total revenue. These investments fuel vital programs and partnerships across North Texas, expanding access to education, income stability, and health resources.

North Texans are known for their giving spirit, and no one exemplifies that more than the members of UWMD’s **Giving Societies**. From the **Tocqueville Society**, which welcomed 106 new members this year, to the **March Tocqueville Fellows**, **Women of Tocqueville**, and **Teens United**, these committed philanthropists are building a stronger, more equitable community.



MISSION

For 100 years, we have united the community to create access and opportunity for all North Texans to thrive.

We believe in the power of unity to bring about lasting change. Together with our committed change-seekers, we’re mobilizing a movement to ensure all our neighbors have access to education, income and health—the building blocks of opportunity.

VISION FOR NORTH TEXAS

We aspire to a North Texas in which all students graduate high school prepared to succeed in college or career, all families are financially stable, and all our neighbors have access to the tools and resources needed to live longer, healthier lives.

Why Education, Income and Health?

Education, income and health are essential to ensure every North Texan can thrive. At every stage of life, these three factors determine which doors will open and which opportunities will exist for individuals and their families.

Unfortunately, not all North Texas enjoy access to necessities like quality education, a good-paying job and affordable healthcare. That's why United Way of Metropolitan Dallas works to ensure all our neighbors have access to education, income and health.

- **Education:** Education can chart a child's future, opening doors and setting students up for a lifetime of success. Access to education is also closely linked with our other focus areas—income and health—because educational achievement leads to higher incomes, which in turn improves access to health. That's why United Way of Metropolitan Dallas leads and invests in programs that improve access to education so all North Texas students are prepared for the careers of tomorrow.
- **Income:** Financial stability shapes lives. It impacts nearly every part of a person's life, including education and health, enabling a family to plan for the future, access quality health care and support their children's success in school. At United Way of Metropolitan Dallas, they recognize the importance of financial stability, and they lead and invest in programs that ensure our North Texas neighbors can get and keep better jobs, reduce debt, and build their savings.
- **Health:** Good health is the foundation on which North Texans of every age thrive. Access to health is closely linked with our other focus areas—education and income—because overall well-being affects everything from how well a child can learn to how much an adult will earn. That's why at United Way of Metropolitan Dallas, they lead and invest in programs that improve access to health for all North Texans.

Aspire United 2030 goals

Goal Area	Target	Description
Education	50%	Increase by 50% the number of students reading on grade level by third grade by the year 2030.
Health	96%	Increase to 96% the number of North Texans with access to affordable health care insurance.
Income	20%	Increase by 20% the number of North Texas young adults who earn a living wage by 2030.

Children who enter school ready to learn are more likely to read proficiently by 3rd grade.

Students who read proficiently by 3rd grade are 5x more likely to graduate from high school ready for college or career.



Financially stable adults can cover the costs of healthcare, helping them lead longer, healthier lives.

College graduates earn up to \$36,000 more a year, enabling them to save for the future.

Team

As United Way of Metropolitan Dallas (UWMD) enters its second century of transformative community impact, the organization is guided by a strategic and mission-driven leadership team that sets a national standard in innovation, collaboration, and results. UWMD brings together corporations, civic leaders, nonprofits, and individual donors to drive measurable progress across North Texas—focusing on education, income, and health.

Incoming team members will join a forward-thinking, purpose-driven leadership group committed to creating opportunities and access for all North Texans.

Jennifer Hilton Sampson



McDermott-Templeton President & Chief Executive Officer

Jennifer Hilton Sampson is the McDermott-Templeton President & CEO of United Way of Metropolitan Dallas, the largest social change organization focused on improving access to education, income and health in North Texas. Jennifer's vision for United Way includes integrating emerging fundraising markets, strategically incorporating innovative uses of technology, and strengthening collaborative partnerships throughout the region.

Since her appointment as CEO and president in 2011, Jennifer has built community confidence in United Way's mission and impact priorities and achieved unprecedented results in resource development. This catalytic approach to philanthropy is yielding organizational capacity, strategic value and efficiency for the donor community, while creating lasting social change.

A committed community advocate, Jennifer has served in leadership roles for numerous organizations in North Texas throughout her career. She serves on the local boards of the Commit! Partnership, City Year Dallas, The Hockaday School and the Business and Community Advisory Council of the Dallas Federal Reserve Bank. She is a member of the Young President's Organization, the International Women's Forum Dallas, the Dallas Assembly and the Dallas Charter 100. Jennifer is also a sustaining member of the Junior League of Dallas. Jennifer was named Woman of the Year by the Women's Council of Dallas County and a Distinguished Alumnus by Dallas Regional Chamber Leadership Dallas and was recognized as one of the youngest recipients of the Baylor Distinguished Alumni Award. Jennifer and her husband, Edward, have one son, Hilton.

Senior Leadership Team

UWMD's executive team drives its strategy, culture, and day-to-day operations:

- **Rebecca Billings**, Chief Financial Officer and Interim Chief Resource Development Officer
- **Susan Hoff**, Chief Strategy and Impact Officer
- **Kathleen Larkin**, Chief People Officer
- **Cynthia Round**, Chief Brand Strategist

This collaborative team supports the advancement of UWMD's Aspire United 2030 goals, working across sectors to strengthen the organization's impact and visibility.

Board of Directors

UWMD's Board is composed of C-suite leaders from top companies and institutions in North Texas—including PepsiCo, Comerica, Vistra Energy, Arcosa, Deloitte, EY, AT&T, Kimberly-Clark, and JPMorgan Chase. Board members provide governance, strategic guidance, and community leadership in support of UWMD's mission.

Position Summary

Major Gifts Officers are essential members of the Resource Development team, accountable for soliciting prospective donors for major gifts, stewarding existing and new donor relationships, and cultivating donors and sponsors to help meet growth objectives and revenue targets.

The Major Gifts Officer serves as a trusted philanthropic advisor to major gifts donors, creating plans that support the donors' interests and passions. These positions will also be responsible for cultivating and stewarding a portfolio of prospective donors.

Successful individuals in this role will be collaborative, have a growth mindset, demonstrate integrity in all donor communications and interactions, be able to balance strategic thinking and execution, and steward meaningful and transformative relationships on behalf of the United Way of Metropolitan Dallas in support of their mission.

Major Gifts Officers collaborate and provide leadership to the Corporate Account Executives and Leadership Giving Fundraisers in planning, managing, and implementing all levels of volunteer engagement and fundraising strategies in the stewardship and advancement of donor segments.

This position is responsible for executing the organization's philanthropic growth strategy, stewarding a portfolio of current donors at various stages of engagement, and developing a pipeline of new major donor relationships.

What applicants bring to this work:

- **Mission-Focused:** Create real social change that leads to improving lives in the community.
- **Relationship-Oriented:** Communicate effectively to develop, grow and sustain productive relationships. Knows how to capture and record relevant information and how to interpret and utilize the information to forge partnerships, collaborate, cultivate, grow, sustain, and strengthen internal and external relationships.
- **Results-Driven:** Dedicated to shared and measurable goals; creating, resourcing, scaling, and leveraging strategies and innovations for broad impact.
- **Stewardship:** UWMD's actions, behaviors, and decisions on behalf of their donors must be transparent, meet the highest ethical standards, and align with organizational goals.
- **Value a Culture of Collaboration, Inclusion, and Engagement:** Committed to participating in cross-functional organization activities that contribute to UWMD's goal of building and sustaining a high-performance organization and advancing a culture of collaboration and inclusiveness across the organization.



You change lives when you invest
in education, income and health.

Reporting Relationships

Reporting to the Senior Major Gifts Officer and working closely with the CEO, this position is part of the Resource Development department.

Responsibilities

Major Gift Cultivation & Solicitation

- Responsible for cultivating major gift relationships and soliciting gifts with the ability to close five and six-figure gifts, personally and effectively.
- Responsible for maintaining annual gift support for a portfolio of current and prospective donors.
- Develop cultivation and solicitation strategies for prospects and donors within assigned portfolio collaborating as appropriate with Resource Development team and Leadership.
- Execute individual plans for each donor tailored to their preferences and giving goals based on giving history, relationships, and the organization's knowledge of the donor's giving potential.

Donor Engagement & Stewardship

- Seek out donor interests and passions for volunteer involvement and giving.
- Develop a high-quality donor experience through regular personalized correspondence, professional proposals, and timely acknowledgements.
- Actively engage donors and prospects through established UWMD events and year-round engagement activities. Meet outreach and personal visits metrics as established.

Collaboration & Partnership

- Partner with Leadership on solicitations by providing prospect briefings, strategic guidance and assistance with donor communications.
- Partner with Leadership Giving to develop a portfolio of workplace Tocqueville Society members and prospects with high likelihood for transformational gifts.
- Collaborate with Prospecting to implement prospect management strategies utilizing CRM.

Performance Tracking & Best Practices

- Track and report on progress and projections toward financial goals.
- Maintain an understanding of industry standards regarding donor stewardship, solicitation, confidentiality, gift crediting and financial principles.

Operational & Logistical Duties

- Maintain a valid Driver's License for traveling to meet donors and attend events.
- Must be able to work flexible hours including evenings and weekends.
- Other duties and responsibilities as assigned.



Skills and Competencies for Success

Fundraising Expertise

- A strong and proven background in fundraising.
- Demonstrated ability and willingness to solicit funds through personal contacts with donors and prospects.
- Aptitude for making cold calls and securing in-person meetings with donor prospects.

Communication Skills

- Excellent communication skills – strong written and verbal communication.
- Articulate and persuasive oral presentation skills.

Relationship Building

- Exceptional interpersonal skills to build strong relationships with all constituents including donors, volunteers, families, corporate partners, agency partners, and the public.

Philanthropic Insight

- Appreciation of the importance, impact, and value of Philanthropy in Dallas.

Work Ethic & Project Management

- Innovative, self-motivated, and able to manage multiple projects well, working both independently and as a team member.
- Time-sensitive, goal-oriented, and deadline-driven.

Technical & Analytical Skills

- Strong analysis, concept development, and implementation skills.
- Demonstrated proficiency in CRM database management software.

Personal Qualities

- Self-motivated; team-oriented.

Candidate Qualifications

Education/Certification

- Bachelor’s degree or higher in field of business, nonprofit management, donor relations, or related field.

Knowledge and Work Experience

- Minimum five years of fundraising experience working with individual and prospective donors.
- Proven track record of securing major gifts and advancing gift cultivation, solicitation, and stewardship strategies.
- Demonstrated campaign experience as well as successfully managing and building a portfolio of major gift donors.
- Experience in planning and executing fundraising campaigns.
- Prior experience in strategic planning, a plus.



The Community



Dallas, Texas

Dallas, founded in 1841 and incorporated in 1856, is the third largest city in Texas and the ninth largest in the U.S. It spans over 340 square miles and anchors the 12-county Dallas–Fort Worth metro area—home to more than 6.1 million people. The region includes vibrant neighboring communities like Plano, Irving, Arlington, and Grand Prairie.

As the leading business and financial hub of the Southwest, Dallas offers unparalleled career opportunities across a wide range of industries. It's home to 22 Fortune 500 companies, including American Airlines, Texas Instruments, and AT&T, as well as major operations in tech, finance, healthcare, logistics, and manufacturing. The city's thriving Telecom Corridor and proximity to Dallas/Fort Worth International Airport—one of the world's busiest—further boost its global connectivity and economic strength.

Dallas consistently ranks among the top U.S. cities for business, careers, and corporate relocation. Major companies continue to invest in the region, drawn by its pro-business climate, educated workforce, and cost-effective real estate.

Residents enjoy a high quality of life, with:

- A diverse and growing job market
- Affordable housing compared to other major metros
- An internationally diverse population that enriches the city's culture, food, and community life
- A booming arts and culture scene, from the Dallas Arts District to Fort Worth's acclaimed museums and music venues
- World-class shopping and dining, with more shopping centers per capita than any other U.S. city and a dynamic culinary landscape

The region is also home to several major universities, including SMU, University of Texas at Dallas, and Texas Christian University—fueling innovation, research, and a strong talent pipeline.

For outdoor lovers, Dallas offers hundreds of parks, miles of trails, lakes, and green spaces such as White Rock Lake, the Katy Trail, and the Trinity River Corridor. Families will find excellent public and private schools, recreational activities, and year-round events.

Dallas/Fort Worth is one of only a few metro areas to host all five major U.S. sports leagues, alongside NASCAR, rodeos, golf, and NCAA sports. Entertainment options range from Six Flags Over Texas to botanical gardens, zoos, and live music festivals.

Procedure for Candidacy



Please direct all nominations and resumes to the WittKieffer consultants supporting this search, Ashley Buderus, Melissa Fincher and Maya Holt-Brockenbrough, via email to unitedwaydallas@wittkieffer.com. Application materials and inquiries can also be sent through WittKieffer's Candidate Portal, [accessed here](#). The consulting team supporting this search includes:

Ashley Buderus

Consultant

abuderus@wittkieffer.com

630.575.6174

Melissa Fincher

Principal

mfincher@wittkieffer.com

614.659.7642

Maya Holt-Brockenbrough, Ph.D.

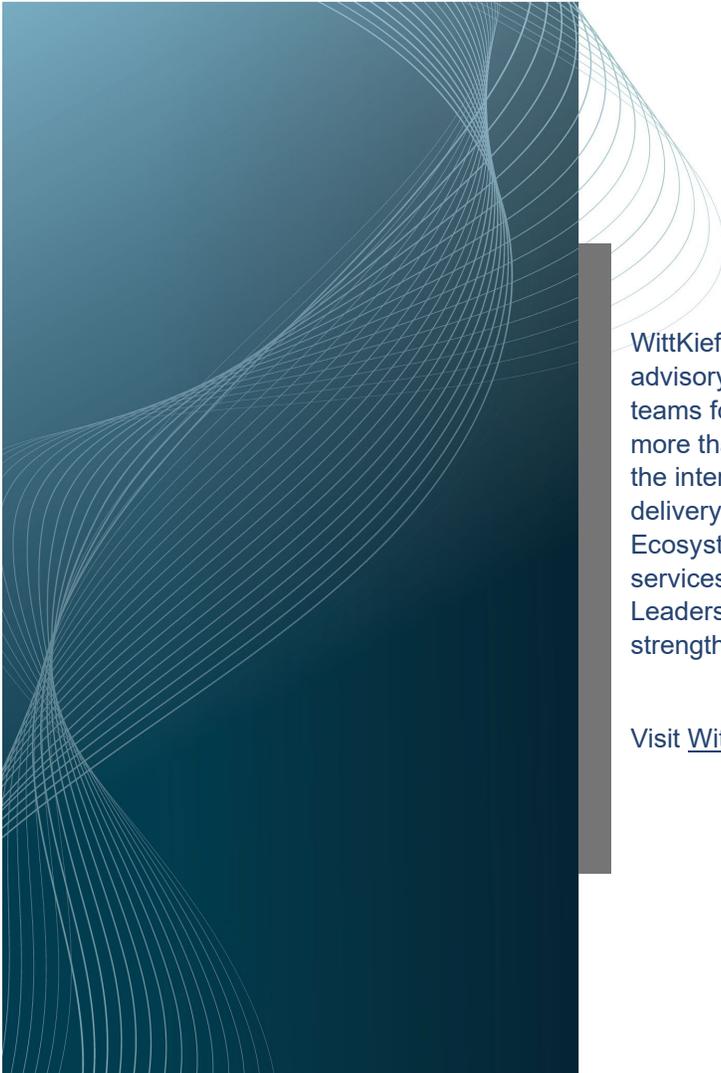
Senior Associate

mayahb@wittkieffer.com

781.564.2601

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