

CASA for the Highland Lakes Area

DEVELOPMENT COORDINATOR

JOB DESCRIPTION EXEMPT POSITION

REPORTS TO: Executive Director

CASA for the Highland Lakes Area is a nonprofit organization that recruits, trains and supervises volunteers to serve as “Court Appointed Special Advocates” (CASA) / Guardians Ad Litem for child victims of abuse/neglect. These volunteer advocates report directly to the court on what is in the best interest of the children, who have been removed from their home and are in the legal custody of the State.

General Summary

The Development Coordinator has primary responsibility for designing and implementing a strategic and comprehensive fundraising program to secure financial support from a variety of sources in order to meet CASA for the Highland Lakes Area's mission and achieve its vision.

The Development Coordinator will articulate and communicate the strategic vision of the organization both internally and externally and will lead efforts to develop, cultivate, solicit and steward private and corporate donors to CASA, ensuring that donor relationships are constantly maintained and enlarged. The Development Coordinator ensures that CASA's fundraising efforts are in keeping with best practices in the field and will be responsible for forecasting and following-through on opportunities to build new, and deepen existing, support for CASA. The Development Coordinator collaborates with all parts of the organization, including the program/mission side of the organization, finance, grants, data, and communications/marketing. Additionally, the Development Coordinator assists the Executive Director in supporting the fundraising efforts of the Board of Directors and other fundraising volunteers.

Essential Responsibilities and Duties

Strategy and Leadership:

- Develop detailed and organized strategies, looking at least two years into the future, that drive CASA's growth in garnering philanthropic funds to meet its vision. Ensure that each element of these strategies is focused on enhancing donor relationships with CASA. Develop forecasts of philanthropic revenues that will guide CASA's day-to-day fundraising efforts.
- Analyze CASA's fundraising efforts and make recommendations for changes to increase effectiveness. Research and stay current on best practices in the development field.
- Initiate planned giving and endowment programs to build legacies of support for CASA.
- Support the Executive Director in providing guidance and assistance to the Board of Directors and other fundraising volunteers so that their fundraising efforts are successful. Ensure that fundraising volunteers have the training, encouragement and resources they need to be successful fundraisers.
- Collaborate effectively with all functions of the organization, building positive and productive relationships internally. Ensure that the CASA staff understand the fundraising goals and plans of the organization.
- Ensure that CASA's fundraising efforts meet the highest possible standards of ethics and donor privacy.
- Represent CASA for the Highland Lakes Area positively in a variety of settings. As needed or requested, serve as CASA for the Highland Lakes Area liaison to appropriate community stakeholders or groups.

Management and Implementation:

- Develop the annual fundraising plan in the fall of each year for the following year and ensure it is appropriately executed. Ensure that the plan includes all aspects of philanthropic revenues for CASA (i.e. online, peer-to-peer, grants) even if they do not report directly to the Development Coordinator; collaborate with necessary parties to ensure cohesive fundraising for CASA.
- Ensure that CASA's special events are carried out in an effective, organized, timely fashion, with attention to donor & participant experience, maximizing revenues, and adherence to approved expense budgets.
- Oversee a focused corporate giving program.
- Manage timely donor acknowledgements and accurate data entry.
- Ensure that development and finance records are reconciled to meet CASA's policies, donor expectations, and auditor requirements.

Development and Fundraising:

- Cultivate, steward and solicit a portfolio of major donors. Maintain and deepen those relationships for CASA's best interest.
- Make at least two personal visits with donors or prospective donors per week, on average.
- Collaborate with, and support, the Executive Director in successfully managing her portfolio of donors.
- Develop prospects for future major gifts to CASA.
- Identify and cultivate possible donors for planned giving and endowment.
- Ensure appropriate strategies are developed and carried out to consistently increase CASA's philanthropic revenue from individual, organizational and corporate donors, including through multi-year pledges and special events.

Social Media Management:

- Coordinating and executing the organization's social media strategy, working across key social media channels including Facebook, Twitter and Instagram. This role will be instrumental in increasing our social media presence and gaining visibility for our brand within the communities we serve.
- Coordinating and Distributing Content
 - a) Attend a monthly brainstorming meeting with Executive Director to establish content ideas for the month ahead, and to plan for a monthly social media, editorial, and marketing calendar.
 - b) Maintain a monthly social media calendar
 - c) Help coordinate a guest writer program, one guest writer per month. Help to amplify this content through other social media channels.
 - d) Help to create one piece of video content per month and post on You Tube.
 - e) Repurpose content from other sources for our own social media channels (and understand how to change the tone of the content for each channel.)

Required Qualifications:

- At least four years in successively responsible fundraising roles in non-profit organization.
- Demonstrated initiative to identify and solve problems creatively and effectively, prioritizing the needs of the organization.
- Demonstrated experience managing relationships with a wide range of donors (individuals, corporations, trusts, foundations or similar entities).
- Demonstrated experience at prospect research and developing contact/networking strategies.
- Proven track record of increasing donations, longevity and motivation of donors.

- Demonstrated ability to plan strategically and to lead and collaboratively implement change.
- Excellent formal and informal oral communication skills – presentations, public speaking and facilitating meetings. This includes an ability to engage and motivate individuals and organizations in person, on the phone and in writing.
- Demonstrated interpersonal skills that include integrity, assertiveness, confidence, and an ability to thrive on challenges while retaining a sense of humor under pressure.
- Demonstrated experience with effective management of fundraising volunteers.
- Demonstrated ability to compile and analyze complex data for planning and reporting purposes.
- Demonstrated ability to work under time constraints, be goal-oriented, and maintain productive and effective relationships with staff, volunteers, donors and community supporters.
- Demonstrated commitment to the values of diversity and inclusion.
- Demonstrated integrity, honesty, ethical conduct, and ability to maintain the highest level of confidentiality.
- Demonstrated passion for CASA’s mission.
- Bachelor’s degree in liberal arts, communication, marketing, journalism or finance or related fields.
- Proficiency in MS Office, Excel and donor database management software.

Preferred Qualifications:

- At least four years progressively more responsible experience in philanthropic fundraising for non-profit organizations.

Physical Requirements and Work Environment

The Development Coordinator will be expected to have daily transportation to meet with donors and coordinate events. The position requires a flexible schedule as events or visits with donors may occur in the evenings or on weekends. He/she will spend some time in the office that could involve intermittent physical activities including bending, reaching, sitting and walking during working hours. Must be able to lift approximately 15-20 lbs. Additionally it is anticipated that the person may spend several hours of each day seated at a PC. Reasonable accommodations may be made to enable a person with physical disabilities to perform the job. Because we are a dynamic and changing organization, responsibilities and duties included in this job description are subject to modification as the needs of the organization change.

HOW TO APPLY: Please see our website at www.highlandlakescasa.com/about/careers-casa-highland-lakes for a copy of the application. Your application should be sent with a cover letter and a copy of your resume to the following email address: Shannon@highlandlakescasa.com NO PHONE CALLS, PLEASE.