

Job Posting: Fundraising and Events Coordinator

Posting Date: August 19, 2024

About Spectrum

Spectrum is an organization that serves, affirms, and supports the well-being of 2SLGBTQ+ individuals in Waterloo Region and the broader community through peer support, community partnerships, education and training, resources, and events.

About the role

The Fundraising and Events Coordinator is a new role for Spectrum, funded by a grant from the Region of Waterloo Upstream Fund. The role is a one-year contract with the possibility of renewal. The work week will be 35 hours and work will be a combination of in-person and remote. The salary is \$52,000 per year with benefits.

Reporting to the Executive Director, the Fundraising and Events Coordinator will work with the ED to create an annual fundraising plan to drive Spectrum's fundraising efforts and secure the resources needed to advance the organization's work. They will perform day-to-day activities to build and maintain sustainable revenue in partnership with major donors (high net worth individuals), foundations, corporate partners, and governments.

The Fundraising and Events Coordinator ideally has knowledge of the existing local, regional and national funding community in Canada and how a comprehensive not-for-profit operation prioritizes, launches, and maintains a selection of the following: capital campaigns, annual giving, special giving, major targeted gifts, gift of shares, planned giving and bequests, grants and contributions from governments.

Work is performed under supervision and is reviewed to ensure conformance with established procedures and practices, accuracy and completeness. Advice, direction and ongoing coaching and mentoring are provided by the Executive Director.

The Fundraising Coordinator position involves three (3) main areas of responsibility.

1. Fundraising

- Using our existing Case for Support, work with the ED to develop compelling proposals, reports, budgets, and other grant materials for high net worth people, foundations, and corporate fundraising, including sponsorships that articulate the organization's accomplishments and aspirations
- Review, revise and/or develop policies and procedures that reflect ethical fundraising practices
- Implement fundraising activities:
 - Use ethical fundraising principles

- Oversee the planning and execution of special fundraising events specified in a fund development plan
- Engage volunteers for special fund development projects using established volunteer management practices
- Manage all deadlines, workflows, and project plans for fundraising activities including:
 - Internal timelines for collection of information
 - Timely completion schedules
 - Projection of successful achievement of funding requests
- Work with staff to track grant deliverables
- Participate in the development and implementation of a major gift and individual donor program
- Participate in the planning and coordination of creative, strategic, and meaningful appeals, campaigns, and activities to engage new and existing donors both online and in-person

2. Maintain and build positive relationships

- Understand all aspects of the organization's Vision, Mission, and Mandate
- Work with the Training and Communications Coordinator to use impactful storytelling and communications methods to convey the power of collaborative action to external partners
- Steward and leverage relationships with existing funders that result in meeting or exceeding target fundraising goals
- Actively seek to deepen current donor relationships and forge new ones
- Support the Executive Director and Board members in relationship development with high net worth people, foundation and corporate funders and major donors, including: researching prospects; developing presentations and information packages; scheduling and participating in meetings and site visits.
- Work with the Training and Communications Coordinator to: develop a comprehensive communications plan to promote the organization to its donors and maximize public awareness of the fundraising activities of the organization; prepare or oversee the development of high-quality donor communications materials that demonstrate deep knowledge of the organization's programs and promote its Mission, (e.g. solicitation materials, thank you letters, annual reports)
- Through the Training and Communications Coordinator, develop web, newsletter, and social media content to: market the organization; promote fundraising activities, and acknowledge donors and funders
- Develop and maintain our donor database (Keela) to increase the organization's capacity to cultivate and sustain meaningful relationships with donors and funders

3. Coordinate strategy and reporting

- Foster an understanding of philanthropy within the organization
- Collaborate with the Executive Director to create a fund development plan which increases revenues to support the strategic priorities of the organization
- Monitor and report the progress of the fund development plan

- Research, evaluate, and recommend new fundraising opportunities and tactics in alignment with the organization's values, strategic priorities, and program work
- Maintain accurate and up-to-date donor and fundraising data in Keela that respects the privacy and confidentiality of donor information
- Assist the Executive Director in preparing fundraising reports and materials for the Board of Directors, and supporting directors' fundraising efforts
- Participate in staff team meetings:
 - Identify project achievements and challenges by reviewing project reports, submitting agenda items and preparing background information
 - Celebrate successes and troubleshoot challenges with staff team
 - Agree to take on assignments or tasks
 - Follow-up on action items by completing tasks and documenting results
 - Volunteer to chair meetings

Responsibilities & Requirements

The Fundraising and Events Coordinator must have knowledge of and experience with:

- Fundraising management
- Legislation affecting Canadian charities and not-for-profit organizations
- Special events planning and management
- The Canadian Centre for Philanthropy's Ethical Fundraising and Financial Accountability Code
- How a not-for-profit operates

The Fundraising and Events Coordinator must have advanced skill in:

- Technology skills:
 - Internet usage and network navigation
 - The full Microsoft Office suite with advanced-level Excel and Word skills
 - The full Google Workplace suite
 - Database management (our donor database is Keela)
- Communication:
 - Exceptional, authentic, and persuasive communicator, orally and in writing
 - Writing, speaking, listening, presenting
- Problem solving:
 - Troubleshooting, problem/issue identification, analysis

The Fundraising Coordinator must be:

- Passionate about the work of the organization and excited to help it secure new and sustainable funding streams
- A careful and perceptive listener with an empathetic understanding of funders' needs and interests, and energized by the creative challenge of storytelling to engage and motivate supporters
- Resourceful, innovative, optimistic, and flexible to embrace new opportunities and the evolving needs of a growing organization.

- Highly organized and adept at managing projects from conception through to implementation.
- A positive team player who thrives in a cooperative, collaborative environment
- Achievement-oriented
- A strong multi-tasker, work well under pressure to meet deadlines, and able to self-manage time and workflow to maximize efficiency
- An individual with an eye for aesthetics and meticulous attention to detail in reviewing and creating materials
- Comfortable with ambiguity and able to provide logical next steps towards action items
- Willing to work at night and on weekends when required

Required Education and Experience

- Completion of post-secondary certification in Fundraising Management or related field
- A relevant Bachelor degree will be considered an asset
- Previous volunteer or work experience with registered charities would be beneficial

Special Requirements

- The incumbent will be required to provide:
- A Criminal Record Check for the Vulnerable Sector (Spectrum will cover the cost)

Application

Please apply with a cover letter and resume to info@ourspectrum.com by September 15, 2024.
Subject line: APPLICATION: FUNDRAISING AND EVENTS COORDINATOR

We appreciate all applications. Only those selected for an interview will be contacted.