Conservation Resource Alliance
Annual Gifts Coordinator
Position Description

This newly created full-time position is designed to expand the involvement of individuals, families and businesses who share a love of “Up North Michigan.” The Annual Gifts Coordinator will be responsible for identifying and carrying out strategies and procedures for annual giving including donor communications, documentation and analysis to support annual giving, and internal team work to link donors with CRA program activities. The Annual Gifts Coordinator reports to CRA’s Development Coordinator and works closely with CRA’s staff and board to develop and cultivate long term relationships with donors, helping to achieve CRA’s mission and enhance the organization’s sustainability.

Responsibilities:

• Solicit and secure gifts to meet specified annual operational needs
• Design and carry out annual giving campaign
• Conduct follow up campaigns and second contacts by phone
• Conduct systematic and timely renewal efforts throughout the year
• Manage and maintain donor database
• Design and carry out thank-you and recognition activities for individual donors
• Plan and carry out small scale events designed to recognize and thank donors in small groups (1-3 per year)
• Develop and implement schedules for regular contact of donors primarily to gather information
• Schedule and attend one-on-one meetings in donor or prospect homes or at project sites
• Develop and lead prospecting and referral exercises with Board, staff and donors to gain first-time donors
• Regular analysis and reporting of solicitation, response, and follow up activities and results
• Identify potential major donors among the pool of annual donors, and refer them to the Development Coordinator
• Participate in developing goals and benchmarks to support CRA’s annual development planning
• Gather and share information with program staff and other staff members about individual donors and cultivation activities
• Develop and distribute project and organizational content to targeted/interested donors and prospects
• Periodically attend meetings/events of watershed committees and other constituencies to promote annual and year-round giving opportunities
• Assist Development Coordinator to plan and carry out Newsletter content for 3 newsletters per year, including soliciting and creating story content relating to donors and project work
• Assist Development Coordinator to solicit, create and post content to CRA’s website
• Serve as point of contact for program staff in soliciting story material
• Represent CRA in attending events hosted by other groups
Work Environment and Schedule:

Limited weekend and evening work is required
Flex time may be utilized with permission of supervisor

Physical Factors:

Work will be performed at indoor and outdoor locations
Some travel within northern lower Michigan is required
Light hiking required for some outdoor events

Tentative Work Calendar and General Time Breakdown:

50% time spent on these continuous/year-round activities -
Donor Communications – telephone and in person
Donor Communications – outreach via email, mail to individuals and special groupings
Database work (posting and analysis)

Remaining 50% time spent on these periodic items -
Weekly web site and social media postings and e-list outreach (approx. 2-4 hours per week)
Three times per year – “Catalyst” Newsletter Support
Quarterly renewal analysis and follow up
Once per year visits to each key watershed committee and in-region constituency group
Annual Fund Campaign
Support to Biennial meeting
Annual Thank A Thon planning
Potential Signature Event planning (new)