



JOB DESCRIPTION

(May 2022)

POSITION: Fundraising Coordinator
ACCOUNTABLE TO: National Director ~ Diaconal Ministries Canada
STATUS: Part Time (18.00 hours ~ 2.5 days/per week)
COMPENSATION: \$20,000 – \$25,000

PRIMARY RESPONSIBILITY:

This position is responsible for new revenue generation through the development, maintenance and management of all aspects of Diaconal Ministries Canada's fundraising efforts.

KEY FOCUS AREAS

1) Program Development

In cooperation with the National Director, develop, manage, and track all aspects of Diaconal Ministries Canada's fundraising efforts.

- a. **Relationships.** Develop and maintain relationships with donors and potential donors (e.g. former/present staff, former/present board members, workshop/webinar attendees).
 - a. Make regular contact with all donors and potential donors.
- b. **Consistent Messaging.** In cooperation with the Communications Coordinator, develop and maintain clear revenue generating messages that appeal to potential donors (i.e. stakeholders).
 - a. Regularly write relevant stories/blogs and other promotional material.
 - b. Ensure that most communications from Diaconal Ministries includes consistent branding and "how you can donate" and/or "how you can partner with us" messaging.
 - c. Assist in the design and content of the Annual Report.
- c. **Appeals.** Organize appeals and campaigns of all kinds (e.g. email, social media, physical mailings, in person) to solicit donations for the work of Diaconal Ministries Canada (including NewGround).
 - a. Develop and maintain a system for thanking donors.
- d. **Alternatives.** Research and develop alternative avenues for revenue generation (e.g. grants, project based, government programs).
- e. **Creativity.** Develop new and creative ways to raise funds designated for the NewGround program.
- f. **Build Capacity.** Train board members, staff, and volunteers in all aspects of Diaconal Ministries' fundraising strategies, procedures, and practices.
- g. **Legal.** Ensure that all legal requirements are satisfied.

2) Record Keeping and Fundraising Evaluation

- a) **Systematize.** Using Keela, our Customer Relations Management (CRM) platform, develop and maintain a comprehensive data bank of all interactions with donors and prospective donors.
- b) **Accountability.** Evaluate and provide comprehensive reports on all donor interactions and fundraising efforts.



3) Build and Maintain Networks

- a) **Collaboration.** Develop working relationships with other fundraisers (and/or advancement directors):
 - i) in the Christian Reformed Church (e.g. World Renew, Reframe, Resonate);
 - ii) of other charities (e.g. Christian Stewardship Services, NewGround partners).
- b) **Sharing knowledge.** As requested, provide training to affiliated organizations (e.g. NewGround partners) on fundraising.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each primary duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required:

- a) Committed to Jesus Christ and able to recognize that this position contributes to the work of building God's Kingdom.
- b) Experience with (or ability to learn about) CRMs. Preference will be given to those who have a working knowledge of Keela.
- c) Experience in not-for-profit sector fundraising and grant writing.
- d) Experience with asking for financial support.
- e) Well-developed computer skills. Proficient in G-Suite and Google drives.
- f) A "people person" with strong written and verbal communication skills.
- g) Disciplined, organized, self-motivated workstyle; able to manage project workflow, multitask and work well with limited supervision.
- h) Able to maintain a flexible schedule, which may include some travel and evening work.
- i) Professional, cooperative demeanour; flexible and adaptable team player.

EDUCATIONAL REQUIREMENTS (or equivalent experience)

- a) Three years work experience preferred in the not-for-profit sector fundraising/advancement field.
- b) A basic understanding of Canadian fundraising laws.
- c) A Bachelor's degree.

WORK LOCATION

- While the majority of this work can be based from a home office anywhere in Canada, living near the Diaconal Ministries' office (Burlington, ON) and/or near a cluster of Christian Reformed Church is preferred.
- This position may require some travel throughout Canada.
- Required to be available some evenings and Saturdays (i.e. to lead/attend various networking meetings, committee meetings and Diaconal Ministries' board meetings).

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of the work to be performed by the successful candidate. This job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position