

POSITION DESCRIPTION

Functional Position Title:	Donor Engagement Coordinator
Managers Title:	Senior Manager of Community Engagement
Direct Reports' Titles:	None

SCOPE AND PURPOSE OF POSITION

Vista Maria's Volunteer Resources Department seeks a driven, highly organized, and detail-oriented professional to join their active, multifaceted department. In accordance with the Agency's mission statement, policies and procedures, professional Code of Ethics, State of Michigan licensing and COA standards; the ***Donor Engagement Coordinator*** is primarily responsible for the Raiser's Edge donor & volunteer database, all aspects of the agency's fundraising appeals and campaigns, and supporting the coordination and implementation of volunteer programs, fundraising events, the Holiday Wish List program, and marketing initiatives, including website maintenance. By producing engaging fundraising appeals, organized volunteer communications, direct donor solicitation, and thoughtful donor stewardship initiatives, this position will develop strong relationships with actively engaged supporters, creating the greatest philanthropic potential for Vista Maria.

TASKS OF THE POSITION

Marketing and Fund Development Support:

- Manage all functions of the Raiser's Edge donor/volunteer database, including creation, maintenance, and management of all records and reports, timely data entry, ensuring superb data accuracy, generating weekly & monthly financial scorecards, and performing monthly reconciliation of donor records with the general ledger.
- Coordinate Vista Maria's fundraising appeals and campaigns, including strategy, project plans, acknowledgment, recognition, and donor-related activities.
- Compose and prepare daily acknowledgments and routine fund development correspondence.
- Coordinate donor stewardship and cultivation plans as appropriate, with emphasis on audience segmentation for individualized appeals and engagement.
- Provide query support for Raiser's Edge, Constant Contact, Greater Giving and other systems, subscription services and technologies required to engage donors and prospects in support of all marketing and fund development event activities.

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- Support the activities that arise from individualized donor cultivation and stewardship plans, including follow-up calls, emails, and mailings with an emphasis on being proactive, e.g. – calling donors before their credit card expires, reaching out to lapsed supporters, etc.
- Manage the agency's bulk mail account at the post office
- Coordinate with printers, mail houses, post office, and other vendors to ensure timelines are met for correspondences coming from the MFD Dept and agency.
- Regularly update the agency website with pertinent information and content.
- Work collaboratively and strategically with the Marketing and Fund Development and Volunteer Resource teams to meet and/or exceed agency goals.

Volunteer Program Administration:

- Ensure volunteer data in Raiser's Edge and Airtable is current, accurate, and complete.
- Manage volunteer documents, including volunteer applications, iChat, Central Registry, and PSOR clearances, and TB test results, both in Raiser's Edge, Airtable, and paper files.
- Collect, track, and report volunteer demographics and contributions (hours, financial, and in-kind)
- Coordinate with residential unit managers and other departments to manage the scheduling and logistics of volunteer events & programs as needed.
- Evaluate the impact of volunteer activity and in-kind donations to inform program improvements and update stakeholders.
- Coordinate and distribute correspondence, such as invites, volunteer newsletters, thank you notes, and follow up letters.
- Support volunteer recognition events and efforts.
- Respond to volunteer and donor inquiries, phone calls, and e-mail in a timely and responsive manner.
- Support the department's role as a liaison between Vista Maria and our community members, donors, and volunteers.

In-Kind Donations:

- Understand and communicate current volunteer and in-kind needs to stakeholders.
- Track boutique inventory electronically to evaluate needs, communicate with donors, and inform supply orders
- Support all aspects of the Holiday Wish List program

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- Be the main point of contact for in-kind donors, including; scheduling drop-offs, communicating what we can and cannot accept, meeting the donor to accept the gift, sending thank you notes, and creating in-kind receipts if requested.
- Enter and track in-kind donations and donor information in Raiser's Edge, and generate reports as needed.

General:

- Work collaboratively, upholding the agency's core values with all interactions with agency employees and clients.
- Demonstrate personal integrity and professional demeanor in accordance with the ethics of the agency and profession.
- Stay informed of current practice developments within the profession and use educational and training opportunities to ensure continual professional competence.
- Perform other duties as assigned.

KNOWLEDGE/SKILLS/ABILITIES

The position requires:

- Extreme attention to detail and a commitment to accuracy
- Strong critical thinking, organizational, and administration skills; detail oriented
- Must enjoy database work and thrive in a fast-paced environment with shifting priorities
- Strong, professional written and verbal communication, interpersonal, and project management skills
- Ability to multitask and manage multiple projects while meeting deadlines
- Demonstrated creativity and willingness to try new things when planning new fundraising efforts.
- Ability to work effectively with diverse populations, including donors, board members, corporate leaders, business executives, employees, volunteers, and the general public.
- Ability to take initiative and to work independently as well as in a team-oriented environment.
- A proven sense of personal accountability and ownership for responsibilities.
- Availability to work flexible hours, including occasional evenings and weekends.

SUPERVISORY EXPERIENCE

- None

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QUALIFICATION (EDUCATION/TRAINING)

Required:

- Bachelor's Degree in Communications, English, Marketing or related field, or the equivalent in experience.
- Minimum of four years' development experience in supporting fund development or marketing activities.
- Minimum of four years' experience with Blackbaud/Raiser's Edge.
- Demonstrated proficiency with Microsoft Office.

Acknowledgement and receipt:

I acknowledge that I have read this job description and fully understand the requirements listed. I understand that it is my responsibility to adhere to the expectations listed above. I also understand that my job responsibilities may change on a temporary or regular basis according to the needs of my department without it being specifically included in the job description.

Employee signature

Date

Employee name (please print)