JOB DESCRIPTION

**Position:** Development Coordinator  
**Status:** Full-time, Non-Exempt  
**Pay Rate:** Hourly $24.00-$28.00  
**Reports to:** Director of Development

The Development Coordinator plays a critical role in the Development department responsible for implementing and growing Proyecto Pastoral’s Individual Giving program, including donor stewardship communications and fundraising campaigns. The Development Coordinator will improve individual giving systems to track and report on results, and serve as the go-to expert on the organization’s customer relationship management system (DonorPerfect). The Development Coordinator will also serve as the tactical point person for the planning and coordination of an annual fundraising event. The Development Coordinator will work with the Director of Development to grow individual giving and events income by segmenting Proyecto Pastoral’s donor portfolio and improving the donor ‘journey’, as well as create new avenues for giving including a stewardship program, a regular giving program, and a legacy program. Using both online and traditional media, they will steward donors at each giving stage to inspire them to renew and grow their commitments as part of a broader donor retention program.

The top candidate must have exceptional attention to detail, be a strong multi-tasker, highly organized, and provide excellent customer service. The candidate should also have experience managing donor data through a CRM system. This position offers opportunity for growth for the right candidate interested in nonprofit fundraising, donor relations, communications/marketing and is mission driven.

**Responsibilities:**

**Individual Giving Program**

- Implement Proyecto Pastoral’s Individual Giving program to retain and grow existing donors by coordinating fundraising appeals including direct mail, online, and calling campaigns
- Coordinate all aspects of fundraising appeals including writing campaign letters for print, creating mailings files, working with design consultants, and coordinating the creation of online landing pages and donation forms
- With the support of the Director of Development, write compelling stewardship pieces, campaigns, thank-you letters, newsletters, and other donor communications and e-communications (including monthly e-newsletters)
- Partner with Director of Development to launch new avenues for donor giving and improve current donor giving programs including:
  - A regular/monthly giving program by updating print and online marketing materials to include information about regular giving; calling loyal donors to convert them to give monthly; mining data to call previous regular givers to reactivate them; and an annual calling campaign to upgrade regular donors giving amount
  - A stewardship program to improve the donor ‘journey’ and cultivation including launching a quarterly feedback letter; improving current donor thank you letters; carrying out regular donor thank you calls; coordinating and mailing donor thank
you cards and other appreciation gifts as needed; and developing a series of welcome emails for new mailing list sign ups

- A legacy giving program by developing materials about gifts in wills, and updating print and online marketing materials to recruit donors to legacy giving
- Manage relationships with third-party contractors including graphic designers, printers, and mail houses as needed
- Coordinate and grow Proyecto Pastoral’s Annual Holiday Drive (includes Toy Drive, Book Drive and Adopt-A-Family program) with sponsors and staff, providing exceptional customer service to grow sponsors’ philanthropic engagement with the organization
- Analyze and report on outcomes of Individual Giving campaigns on a regular basis
- Coordinate and grow corporate volunteers and steward them to encourage philanthropic participation
- Regularly produce donor acknowledgement letters, utilizing Microsoft Office mail merges

**Fundraising Events**

- In partnership with the Development Director, plan and execute a fundraising event each year, managing all aspects of event operations and logistics, including:
  - Coordinating and tracking the event timeline
  - Developing event invitations, sponsorship packages, pre-event materials, branding, etc. in partnership with design consultants
  - Support event sponsorship solicitation, sponsor relations, and sponsorship tracking
  - Managing invite and RSVP lists
  - Liaising with venue and vendors and ensure timely payment of invoices
  - Managing volunteers for the day of the event
  - Coordinate post-event follow up and stewardship
  - Coordinate event communications & marketing through emails, and work with communications staff to promote on social media and website

**Data Management & Gift Processing**

- Mine and segment Proyecto Pastoral’s donor base in order to be able to successfully grow the individual donor program by identifying donors to upgrade their giving level, reactivate them as donors, or convert them to giving
- Maintain and improve the organization’s customer relationship management system (DonorPerfect) by managing and maintaining the accuracy of donor data and expanding our use of the CRM system to store data
- With the support of the Director of Development, analyze donor data, including pulling reports/queries on acquisition, upgrade, retention and conversion rates, and adapt the Individual Giving program to ensure healthy growth;
- Partner with program staff to capture volunteer data and develop communications to steward them and convert to donors
- Process all incoming gifts (checks and ACH deposits) in a timely manner, and support collaborative functions between Development and Finance by providing back-up for incoming donations
- Track pledges and monthly gifts, and follow up with donors to ensure on-time payment

**Other**
- Coordinate preparation of the annual report
- Support with tracking of the Board of Directors giving by preparing a Board giving tool for bi-monthly board meetings, and supporting with follow-up to ensure all Board gifts received by year-end
- Provide general support to the Development department as needed
- Update Proyecto Pastoral marketing materials in partnership with a designer
- Be a team player and participate in Proyecto Pastoral’s org wide events, admin meetings and other activities as needed.

**Qualifications:**
- Bachelor’s degree
- 2+ years of experience in fundraising for a nonprofit
- High attention to detail and sensitivity to the importance of accurately recording donor data
- Highly organized and able to manage multiple priorities
- Excellent relationship-building and customer service skills
- Excellent communicator both verbally and in writing
- Proficiency in donor management/CRM system software
- Some experience in marketing and use of software such as Constant Contact a plus
- Commitment to Proyecto Pastoral’s mission and values

**To Apply:**
Interested applicants should send resume and cover letter to hr@proyectopastoral.org with subject line “development coordinator.”

**Statement of Non-Discrimination:**
Proyecto Pastoral is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.