

Sacramento Literacy Foundation

Fundraising Associate

Role Context

The Sacramento Literacy Foundation is a philanthropic organization with a mission to help all kids read. Recently, the Foundation completed a strategic plan and has focused its vision for the next 3-5 years on increasing endowments and total revenues to fund programs that promote children's literacy.

The Foundation has determined that the organization needs a full-time staff member to focus on first-tier fundraising efforts to sustain and grow the current donor membership using established strategies.

- Continue and advance direct mailing strategies to support operations.
- Secure and/or advance donor acquisition strategies to increase donor base.
- Support SLF by implementing first level fundraising strategies.

The Foundation would not exist without the generosity of the Greater Sacramento community. The donations that the Foundation receives go toward literacy programs and Foundation operations. The Foundation is an independent 501(c)(3) that is governed by a Board of Directors made up of community citizens.

Type	Description
Classification	Full time; exempt; on-site
Reporting	This position reports directly to the Executive Director of the Sacramento Literacy Foundation.
Compensation	Range is \$50,000 - \$64,480K per year. SLF offers healthcare coverage, retirement contribution, parking, and a flexible schedule.

General Position Summary

This position manages the first-tier fundraising efforts, all fundraising events and supports strategic objectives of the Foundation. This position will be responsible for raising unrestricted revenue through direct mail, donation processing, phone banking and events. In addition, this position is responsible for supporting a sustainable grant writing infrastructure that will support literacy projects and programs. This is a midlevel fund development position that requires a high level of competency with standard administrative and development software and technologies. The person in this position will regularly exercise discretion and independent

judgement. This person will work under only general supervision and must have excellent experience and knowledge in the field of fundraising.

Specific Responsibilities

Fundraising

Support and grow current direct mailing strategy.

The Fundraising Associate will be responsible for maintaining & expanding direct mailing strategies.

- Secure new opportunities to increase donor base.
- Create and mail monthly annual renewal.
- Advance electronic giving.
- Create and implement on-line and e-mail campaigns.
- Review data entry and maintain established donor processes.
- Follow and implement current fundraising policies and procedures.
- Work with graphic and printing contractors to produce direct mail collateral.
- Create and maintain weekly phone banking sessions to reignite existing donors and potential new donors.

Support fundraising events

This includes soliciting auction donations, processing donations, supporting table and ticket sales, support event logistics with Executive Director and securing volunteers.

- Work with Board Members, Executive Director, and volunteers to produce annual gala, *Authors on the Move*.
 - Work with the Author Selection Committee to select 24 diverse regional authors.
- Work with the Executive Director and Board to create smaller ticketed events.
- Work with staff to create event collateral, advertisements, program and event signage.
- Manage event logistics and volunteer support.

Support grant strategy

Support in finding and writing grants

- Manage Grantor Database & calendar.
- Write reports for completed and active grants.
- Utilize grant-finding databases to find potential prospective grants.
- Maintain grant files.

- Support community outreach and building partnerships that can advance children's literacy and grant opportunities.

Donation Processing

Process Direct Mail contributions

The Fundraising Associate will be responsible for processing donations.

- Deposit and enter all contributions into the database.
- Deposit checks to Five Star Bank.
- Send Receipts, paper and electronic, to donors.
- Provide deposit reports.

Data Base Maintenance

Maintain donor information on Abila Fundraising 50 and Mailchimp.

- Enter new leads into database monthly.
- Database cleanup monthly.
- Update MailChimp monthly.

Marketing

Social Media

The Fundraising Associate is responsible for creating and maintaining posts on social media via the supervision of the Social Media Intern.

- Work with the Social Media Intern to develop calendar for Social Media platforms: Facebook, Twitter, Instagram, and LinkedIn w/ Social Media Intern.
- Schedule posts and posts per schedule.
- Interact with followers and supporters on social media platforms.

Program

Support Programing

As part of the Sacramento Literacy Foundation team, the Fundraising Associate will also be required to support organizational programing at the discretion of the Executive Director.

- At the discretion of the Executive Director, the Fundraising Associate may collaborate with the Program Associate on book giveaways and other non-school-related book giveaway events.
- The Fundraising Associate will use these moments to gather experience or stories for fundraising development.

Qualifications Requirements

Due to the nature and small size of the Foundation's staff, all staff members must have a high proficiency in technology and be able to carry out administrative tasks required to be successful in this position. From time to time this position may require you to perform duties outside of their job descriptions.

- Bachelor's degree or 5 years equivalent experience.
- Enthusiasm for philanthropy and advocacy.
- Previous experience in development and building of individual and corporate donors.
- Ability to write professionally.
- Strong organizational skills, detail-oriented, and able to handle multiple projects simultaneously in a fast-paced environment.
- Entrepreneurial, can-do-it confidence.
- Experience working with diverse leadership.
- Experience working with volunteers.
- California driver's license and reliable transportation.
- Skilled in Microsoft 365, SharePoint, Microsoft Word, Excel, PowerPoint, Outlook, Donor Databases, on-line search engines, Facebook, Twitter, Instagram, LinkedIn, YouTube, Mailchimp, Hootsuite, Dropbox, Google docs
- Able to learn new technology tools easily and as required to complete implementation of tasks.
- Able to work occasional weekends and evenings.
- While performing the duties of this job, the employee may be frequently required to stand; walk; sit; drive; use hands and fingers to handle, carry, and type; reach with hands and arms; talk; hear. The employee may be required to climb stairs; stoop or kneel. Specific vision abilities required by this job include close vision (e.g. reading and computer work) and distance vision (e.g. driving) and ability to adjust focus. Must be able to lift to 30 pounds.