



a seriousfun camp

Annual & Grassroots Giving Coordinator

Title: Annual and Grassroots Giving Coordinator

Department: Development

Reports to: Associate Director of Development - Denver

Position Summary:

Implements, coordinates and monitors annual giving projects to include grassroots and monthly giving campaigns, as well as peer to peer and third-party fundraising events and programs. This includes cultivating, soliciting, and stewarding existing and prospective annual donors, volunteers, and camper families. This position will have personal objectives for raising gifts related to grassroots giving and works closely with the marketing department to create opportunities for increased philanthropic support from RRR constituents.

Location:

This position is Denver based working out of a home office. This position requires regular travel between the Denver Metro Area, the Vail Valley and the campsite in Gypsum, Colorado.

Qualifications:

An undergraduate degree from an accredited college or university and at least two years of experience in a fund raising and nonprofit environment preferred. Preference will be given to candidates with knowledge of computer systems and databases, specifically Raiser's Edge and peer to peer fund raising platforms. Experience with or courses in marketing and communications is also a plus.

Excellent written and verbal communication skills and word processing and spreadsheet knowledge are required. Candidates should have the ability to build relationships and connect with donors on a level that is professional and shares the stories of Roundup River Ranch in a compelling manner. Strong organizational skills and the ability to establish priorities are essential.

Additionally, the successful candidate will have analytical ability; multi-tasked manner of thinking; will be self-motivated and directed; possess excellent administrative skills, high motivation, a proven ability to produce results in a deadline-oriented environment; attentiveness to detail; self-confidence leading to creativity that will further elevate Roundup River Ranch's annual giving programs; extremely strong interpersonal skills, particularly regarding the judgment, discretion, confidentiality, patience, and understanding necessary for dealing effectively with a diverse body of volunteers, donors and professional colleagues; independence; a strong team orientation toward both internal and external constituencies; and ability to learn new software. Candidates should also have a strong passion for the camp's mission.

Key Responsibilities:

Annual and Grassroots Fundraising

- Develop comprehensive grassroots giving program that incorporates peer-to-peer fundraising through initiatives such as, but not limited to, a Virtual 5K, Abercrombie & Fitch Challenge, "Embrace Joy," monthly giving, annual appeals, and 3rd party events.
- Develop and implement grassroots strategies, with a key focus on the Front Range, for Roundup River Ranch with the goal of increasing grassroots support by 35% within the first 18 months.
- Further develop the monthly giving program and steward monthly donors through quarterly engagement opportunities.
- Utilizing the "Embrace Joy" peer-to-peer giving platform, partner with the marketing team and fundraisers to cultivate and secure 3-5 peer-to-peer fundraisers each month or more during specific campaigns and initiatives.

- Manage, implement and support 3rd party events with community partners, with a particular emphasis on increasing 3rd party event opportunities in the Denver Metro Area.
- Work in partnership with the Special Events and Annual Giving Manager to lead fundraisers and support logistics of 3rd Party events.
- Utilize the resources and tools within the donor database and giving platforms to engage annual and grassroots donors.
- Develop strong working relationships with members of the Roundup River Ranch camp program team and other critical Roundup River Ranch stakeholders.
- Partner with the Special Events and Annual Giving Manager to ensure seamless support for donors within your portfolio at signature and cultivation events in the Denver Metro Area.
- Assist in solicitation of assigned target prospects and accounts in conjunction with grassroots giving, monthly giving, peer-to-peer fundraising, and 3rd party events.
- Work with the Special Events and Annual Giving Manager to organize logistics, solicit sponsors, register teams, and involve donors and stakeholders in Roundup River Ranch signature events and 3rd Party Events.
- Maintain complete donor records and keep updated notes and communication in the Raiser's Edge.
- Partner daily with Denver-based staff to advance organizational, fundraising and marketing goals.

Special Events and Grassroots Giving Marketing Support

- Work with Special Events and Annual Giving Manager and marketing team on supporting and fulfilling special event marketing needs associated with signature events and 3rd party events.
- Work with the Development & Marketing team to establish annual fundraising campaigns that support various donor demographics and develop timely and personalized communications, appeals and stewardship pieces for donors and prospects as requested.
- Support fundraisers in conducting outreach to new donors through the new homeowner and new donor welcome packets and manage ongoing process for sending out these communications.
- Schedule and manage camp tour process throughout the course of the year by working with the Development team and the Camp team to ensure good communication across all parts of the organization.
- Serve as a liaison between marketing and fundraisers to ensure fulfillment of individual donor benefits and prepare stewardship reports as appropriate.

Other Duties as Assigned

Application and Nomination: Review of applications will begin immediately and will continue until the position is filled. To learn more and to apply please visit: <https://roundupriverranch.org/about-us/employment/>

Roundup River Ranch is an equal opportunity employer.