

Fundraising Coordinator  
CSA Board of Directors  
Role Description



**Summary of Role**

As a CSA Board Director and Volunteer and under the general direction of the CSA National Coordinator and Board Chair, the primary responsibility of the Fundraising Coordinator is to raise funds to assist the CSA in meeting the goals of our mission and vision. Specific responsibilities are the strategic planning, development, implementation, management and evaluation of all activities related to individual giving, major donors, sponsorships, donor stewardship, grant writing, donor communications, and fundraising events and campaigns.

**Role Functions**

**FUNDRAISING**

1. Implement and strategically manage a 3-year fundraising plan
2. Focus on the development and implementation of all fundraising programs and the building of new fundraising opportunities through events, partnerships and grant writing
3. Create and meet or exceed the annual fundraising revenue targets
4. Build successful long-term relationships with donors, volunteers and external partners
5. Develop and chair a fundraising committee of volunteers
6. Research potential donors to gain insight into needs, beliefs and donation habits to understand how to position the CSA to attract donations
7. Research grant opportunities, write grants and submit grant applications
8. Work with the CSA Social Media and Marketing and Communications Coordinators and the Website Developer to leverage technology and social media where possible to improve fundraising activities
9. In collaboration with the CSA Treasurer, ensure the financial reporting required for CRA donation practices and prepare and monitor a fundraising budget.
10. In collaboration with the website developer, develop and manage a fundraising database, ensuring accurate donor and prospect data tracking
11. Ensure the timely distribution of tax receipts
12. Build solid prospect management, research and donor stewardship programs to support the growth of revenue generated by fundraising in the organization
13. Provide leadership and direction to volunteers responsible for special fundraising events
14. Liaise with and support third party fundraising initiatives as appropriate
15. Adhere to Canada Revenue Agency guidelines
16. Provide progress reports to the CSA Board of Directors
17. Attend CSA Board of Directors monthly meetings
18. Report on activities and plans at the CSA Annual General Meeting (AGM)

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**MARKETING AND COMMUNICATIONS**

In collaboration with the Coordinator, Marketing and Communications,

1. Develop a marketing plan for all fundraising events and present it to the CSA Board for approval and create event promotional materials, including content for the website, media releases and donor newsletters.
2. Create donor newsletters, media releases, develop relationships with media and respond to media inquiries
3. Work with the Social Media Coordinator to create a social media presence.

**PREFERRED EDUCATION, QUALIFICATIONS AND SKILLS**

1. Bachelor's degree in related field preferred
2. Experience working with the not-for-profit sector
3. Fundraising experience and/or knowledge
4. Ability to set financial targets for fundraising activities and create strategies for reaching them
5. Exemplary communication abilities
6. Strong leadership skills
7. Excellent organizational abilities and attention to detail
8. Ability to make decisions under pressure
9. Ability to work independently and cooperatively with others
10. Ability to build networks and relationships
11. Dedication and commitment to the mission and vision of the Canadian Stuttering Association (CSA)