

## Development Coordinator

**BACKGROUND:** For more than 40 years, Surrey has been a leader in providing programs and services that inspire and enable older adults to remain in their homes and continue as active and engaged members of our community. Surrey inspires and enables all of us, as we age, to live with independence and dignity, and as engaged members of the community.

### Position Overview:

The Development Coordinator is a collaborative, mission-focused, and results-driven brand steward position. This development focused position is responsible for the coordination of Surrey events; fundraisers, friend raisers and cultivation events; and will assist senior development staff in revenue generation and sponsorships and managing and stewarding donors at a certain level. This role will support advancement efforts to strengthen contributors' relationships, brand awareness, and organizational capabilities. This position reports directly to the Chief Advancement & Communications Officer (CACO).

### Development

- Work with the committees and volunteers to plan and execute coordination of fundraising events and logistics, focused on increasing awareness and engagement of the general and philanthropic community, cultivation of prospects and donors and increased support for programs and services.
- Responsible for all aspects of event management related to three signature events: annual Garden Party, annual Holiday House Tour, panel/keynote event through the Beilenson Institute, in addition to a variety of smaller friend raising and fundraising events throughout the year. The Development Coordinator will actively work with the CACO, Senior Director of Development and the President/CEO to help develop strategies to increase existing donors and volunteers' level of engagement and support; in addition to identifying and cultivating prospects who are new to Surrey, and to transition single event donors to support Surrey in additional ways. Activities will include but are not limited to calls, visits, and personal touches.
- Work with the CACO on identifying event participants who should be prioritized for major gifts and future capital campaign gifts. The Development Coordinator will personally reach out to individuals, cultivate these relationships, focus on stewardship, and potential solicitations; and, when necessary, turn the major gifts prospect over to the CACO or Senior Director of Development who will make the ask as appropriate.
- The CACO and Senior Development Director will be responsible for major gift sponsorships at the \$2,500 and above, and the Development Coordinator will aid in the solicitation of sponsorships and be the primary solicitor renewing event donors \$1K and

below. Donors in between \$1,000 - \$2,499 will be reviewed by the CACO and assigned to the Senior Director of Development and the Development Coordinator.

- Increase giving by broadening participation of donors and prospects through a variety of friend raising and community events. Focus on retention of current donors and engagement of new audiences through purposeful events, initiatives, and stewardship.
- Assist the CACO in identifying planned giving prospects, work with the marketing team to incorporate estate planning language into organizational materials and lead the coordination of planned giving cultivation events.
- Support the effective planning and implementation of recognition activities, donor listings, reporting functions and other activities leading to the successful achievement of goals.
- Work with the Development Associate to ensure timely and meaningful thank you correspondence to all contributors and appropriate entry and listings of sponsorships and gifts.
- Assist with generating reports for board and committee meetings and other data sharing opportunities.
- Support development mailings and correspondence, taking the lead on various mailings such as event sponsorship mailings, invitations, direct mail appeals, etc.
- Take initiative to streamline team processes and look for ways to make work more efficient.
- Perform other duties as assigned or requested.

### **Communication and Outreach**

- Manage all Surrey-wide cultivation events (special evening programs, community gatherings, etc.)
- Maintain brand recognition through consistent management and implementation of event materials, messaging campaigns, and posts related to events Surrey wide.
- Work with the Director of Marketing and the Marketing and Communications Specialist to share content for social media posts and press releases.
- Deliver appropriate messages for various stakeholders, i.e., donors, members, non-profit partners, organizations, specialty groups, community, board of directors, etc.
- Identify and cultivate new opportunities for growing awareness of Surrey. These may include small group events, such as lunch and learns; sponsorships; representing Surrey at networking and speaking engagements.

### **Qualifications /Attributes:**

- Bachelor's degree or the equivalent in related experience or one to three years in the development and/or communication field.
- Knowledge of event management, digital marketing and traditional communications, and public relations

- Excellent interpersonal, verbal, and written communication skills
- Demonstrates attention to detail, time management skills and the ability to organize his/her work effectively, while working on multiple projects.
- Demonstrates an understanding of and strong belief in the mission and strategic goals of the organization.
- Ability to work independently and in a team environment.
- Proficient in and familiar with Donor Perfect, Canva, Microsoft Office Suite, and WordPress.

OTHER JOB REQUIREMENTS: Regular car travel necessary. Must be able to work a flexible work schedule including occasional evenings and weekends. Must have the ability to stand and sit for extended periods of time and occasionally lift items 15 pounds or more.