



JOB DESCRIPTION

Job Title: Donor Engagement Coordinator
Classification: Full-Time, Exempt
Location: Appleton, Wisconsin
Reports to: Chief Executive Officer

Overview:

The Donor Engagement Coordinator will coordinate the logistics of fundraising initiatives for The Family. This includes, but is not limited to, fundraising letters, Day Sponsorships, assisting with on-air fundraisers, key supporter work and more. The efforts of the Donor Engagement Coordinator will ensure follow-through on effective donor strategies to maximize donor engagement and giving to The Family.

Faith-Based Expectations:

- Uphold and live out The Family Radio Network, Inc.'s Mission, Vision, Core Values, and Doctrinal Statements and Beliefs.
- Exhibits servant leadership as patterned by Christ. The Donor Engagement Coordinator is compassionate, speaks the truth in love, solicits feedback, has spiritual maturity, and will foster an atmosphere for The Family team to flourish.
- The Donor Engagement Coordinator needs to maintain a personal relationship with and be a consistent witness for Jesus Christ. Maintain a courteous, Christ-like attitude in dealing with people within and outside the organization.
- The Donor Engagement Coordinator will be able to minister, pray and share the Gospel with listeners and donors.
- The Donor Engagement Coordinator is expected to be actively involved in a local church.

Primary Responsibilities:

- Under the direction of the CEO, oversee and maintain all fundraising channels including, but not limited to, fundraising appeal and thank you letters, activities, events, Day Sponsor activities and capital project campaigns, in support of overall ministry goals.
- Collaborate with the ministry's Programming, Community Engagement, Digital and Business Office departments to maintain the vision, voice, and brand direction for the ministry's fundraising initiatives.
- Work with CEO and approved consultants and vendors to determine donor strategy and messaging to maximize donor engagement to reach ministry fundraising goals.
- Write and/or work with consultants to craft fundraising appeal and thank you letters with messaging that aligns with Biblical values and ministry guidelines.
- Collaborate with staff and consultants for all on-air fundraising initiatives ensuring that all items are completed to ensure successful fundraising events.
- Be able to "throw the party" by handling both pre-event and day-of-event logistics for The Family fundraising events, key supporter events and other fundraising initiatives.
- Work with CEO to set-up coffee and lunch meetings to deepen relationships with key supporters of the ministry and be prepared to attend these meetings when necessary.
- Research and determine activities to re-engage lapsed donors.
- Collaborate with Accounting Department to assist with resolving donor electronic declines.
- Research and/or work with approved consultants to determine charitable foundation

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financial grants to provide new funding sources for The Family.

- Collaborate with Digital Content Manager for online and digital media fundraising initiatives and messaging.
- Collaborate with copywriter for on-air fundraising messaging for fundraising promos.
- Collaborate with and provide Business Office Manager with information to keep accurate donor records (e.g. address changes, payment information, contact preferences) in ministry databases.
- Promptly respond to key supporter requests for information via phone, mail, or email including completing follow-up phone calls for donor data, pledge payment information, updated credit card information, etc. and route to appropriate staff as needed.
- Collaborate with departmental leaders to work with volunteers at ministry fundraising events.
- Assists with execution of on-air fundraisers twice a year or as needed.
- Appearances at station events as needed including friendly interaction with listeners.
- Provide on-site assistance for station concerts and other special events as needed.
- Other duties as assigned.

Requirements:

- Has a personal relationship with Jesus Christ, is spiritually grounded, and knowledgeable of the Bible.
- Exhibits a desire and ability to learn and train on new systems, methods, and procedures to keep the ministry up-to-date as the fundraising landscape constantly evolves.
- Maintain confidentiality in all aspects of listener, donor, client, staff, and ministry information.
- Problem solving mentality who offers solutions that fit within ministry guidelines.
- Emotionally intelligent and can interact with others well to maintain and grow listener and co-worker relationships.
- Passionate about the station, the vision and mission of The Family.
- Shows genuine and sincere appreciation at all times to donors at all levels of the ministry.
- Strong attention to detail to maintain correct and accurate information and able to troubleshoot errors and issues.
- This position is expected to be an in-office position in order to cultivate good communication, team dynamics and culture.
- Works well with others, trustworthy, honest, dependable and is passionate about the outreach of The Family.
- Committed team player who listens well and who is not afraid to ask for help when needed.
- Strong written and verbal communication skills and interpersonal people skills.
- A self-motivated person with the ability to work with little supervision.
- Proficient computer knowledge using Microsoft Office suite.

Experience and Education:

- Minimum 2+ years' experience with non-profit organizational fundraising.
- Non-commercial radio fundraising experience is a plus.

Supervisory Duties:

- None currently

Other Duties:

- This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

Physical Demands/Working Conditions:	Continuously (67% - 100%)	Frequently (34% - 66%)	Occasionally (1% - 33%)
Working in usual office environment	x		
Focusing on computer screen for extended periods of time	x		
Keyboard and mouse use for extended periods of time	x		
Communicating clearly (speak) in English	x		
Reading and following written directions	x		
Hearing	x		
Listening	x		
Vision (close, distance & ability to adjust focus)	x		
Using hands/fingers to handle, feel or write with clarity	x		
Sitting or standing for extended periods of time		x	
Driving for work			x
Driving at night and/or in poor weather conditions			x
Lifting and/or carry – up to 25 lbs.			x
Pulling and/or pushing			x
Walking		x	
Walking on uneven ground			x
Reaching with hands and arms			x
Stooping, Kneeling, Crouching or Crawling			x
Climbing stairs		x	
Climbing ladders			x
Exposure to outdoor conditions			x
Working overtime hours as required			x
Working in confined places			x
Being exposed to excessive noise			x
Travel within Wisconsin (away from primary work location)			x

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