



## Development Coordinator

**Position Purpose:** The Fundraising and Development Coordinator supports the strategic growth of Gennesaret Free Clinics (GFC) by coordinating and implementing short, medium, and long-range fundraising initiatives. This role integrates donor stewardship, annual giving, event execution, and relationship development to advance GFC's mission and meet organizational revenue goals. The position works closely with the Director of Development & Marketing, and cross-departmental partners, to ensure excellence in fundraising operations and donor engagement. There is an emphasis on annual giving, partnerships, and special event fundraising, to meet both the current and future strategic priorities of Gennesaret Free Clinics.

### **Fundraising:**

- Assist with the development and execution of GFC's annual development plan in coordination with the Director of Development & Marketing.
- With the Executive Director and Director of Development & Marketing, assist in design and implementation of the fundraising campaigns (Spring, Year End), achieving stated annual revenue goals.
- Assist and Manage the Annual Giving Program, with a special focus on reengaging lapsed donors and securing new donors to support the growth of GFC's donor base.
- Assist with Planned Giving and other fundraising initiatives.
- Solicit donations, with a special focus on reengaging lapsed donors and securing new donors to support the growth of GFC's donor base.
- Assist, develop and manage relationships with faith-based organizations in coordination with the Director of Development & Marketing.
- Collaborate with the Director of Development & Marketing to identify new corporate partnerships and sponsorships and create target list.
- Cultivate five new corporate partners or sponsors for GFC each fiscal year.
- Identify opportunities to expand existing partnerships, sponsorships including marketing, fundraising, and events.
- Identify and develop new fundraising opportunities to fill gaps between the Spring and Year End Campaigns.
- Implement existing and identify and develop new opportunities, campaigns, and programs to sustain fundraising throughout the year. Examples: Dine to Donate. Target Gives Back.

### **Events:**

- Assist and serve as project manager as assigned for GFC's fundraising events, including the annual fundraising event.



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- Assist the Director of Development & Marketing in planning and implementing donor cultivation and stewardship events in conjunction with the Marketing Coordinator
- Coordinate volunteer opportunities that focus on Development with the Volunteer Coordinator
- Work to ensure fundraising events meet or exceed fundraising goals, including the organization's annual fundraising event, through the cultivation of sponsorships, silent auctions, and individual donations.
- Solicit donations for the silent auction and manage the silent auction process in coordination with Director of Development and Marketing.
- Represent GFC at designated functions as required or assigned.

### Donor Relations:

- Conduct 6-8 in-person donor and prospect meetings a month where the relationship is moving toward recurring donations and deeper engagement with Gennesaret.
- Manage a portfolio of donors (gifts of less than \$5000) and prospects across all revenue sources - corporate, individual, and foundation donors - with emphasis on coordinating with the Director of Development & Marketing in moves management (moving annual donors into major donors)
- Support donor communication content for email and social media.
- Manage donor acknowledgment and donor stewardship process
- Manage donor database, including logging all incoming donations, pledge payments, and/or grant payments.
- Assist the Director of HR & Finance with monthly deposit reconciliations.
- Create, manage, and grow volunteer fundraising groups, e.g., young professionals' group, Women's Guild, giving circle.
- Track all donor interactions using the designated CRM.
- Cultivate trust and long-term partnerships with donors and volunteers.
- Comfortable asking for money, overcoming the fear of rejection, and closing donors.
- Assist in managing a digital library of GFC patient testimonials, including handwritten notes, stories, photographs, and videos.

### Data-Driven Decision Making:

- Use donor data, historical giving records, and research to create effective strategies.



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- Research and utilizing donor analytics to identify prospects and tailor appeals based on past giving habits.
- Provide requested reports from the donor database as needed for fundraising and organizational purposes.
- Import volunteers into the donor database via established protocols monthly.

### **Communications:**

- Storytelling. Communicating the organization's mission and impact in a way that is engaging and emotional.
- Contribute to Monthly Newsletter. Identify, concept and write stories to appear each month in the newsletters.
- Contribute, concept and write for all external communications as assigned. Examples: Donor emails and mailings. Literature.

### **Grants:**

- Assist Grant Team as assigned or needed.

### **Executive Director:**

- Provide reports monthly to the Director of Development & Marketing to be integrated into the monthly reports given to the Board.
- Help manage Board of Directors' Development and Marketing Committee activities related to development.

### **Other Job Duties:**

- Adhere to the Association of Fundraising Professionals Code of Ethical Principles and Donor Bill of Rights.
- Other duties as assigned by the Executive Director or the Director of Development & Marketing.

### **Experience:**

- One to three years. Will consider recent college graduate.
- Microsoft Office. Nonprofit CRM software preferred.