



**Family Resource Center St. Croix Valley, Inc.  
Job Description**

**Position Title:** Fund Development & Marketing Coordinator

**Reports To:** Executive Director

**Status:** Part-time – Exempt

Position will be available starting in mid-May, 2010.

**General Job Description:** Develop, implement, and manage annual fundraising plan including events management. Build ongoing and positive relationships with all donors, participants, volunteers, and community members as they relate to FRC and its programs/services. Continue to develop and manage database to track and report on donors, giving trends, solicitations, and cultivation. Manage external communications.

**Responsibilities**

1. Develop new and strengthen existing relationships with individual, business, and community organization donors throughout FRC's 3-county service area.
2. Use and strengthen FRC's existing development infrastructure, including donor database, Salesforce.com.
3. Follow timeline to execute and update annual development plan.
4. Reach established goals for annual unrestricted revenues.
5. Work with board of directors and other volunteers to plan and execute major annual fundraising gala and other annual fundraising events.
6. Schedule regular opportunities to present to diverse groups throughout FRC's 3-county service area.
7. Plan, write, and edit press releases, quarterly newsletters, regular solicitation mailings, and other outreach materials.
8. Synthesize development strategies and processes into regular educational presentations for staff and board of directors.
9. Build and strengthen FRC's existing web presence and online giving via frscv.org and FRC's Facebook page.
10. Identify and propose potential development events and strategies.
11. Assist in identifying potential attendees and/or groups for development events.
12. Manage development program and budget while monitoring expenditures.
13. Report progress and analyze reports/statistics, including fundraising expenses and outcomes.
14. Collaborate with parent educators to identify and prepare program success stories and other information pertinent to donor cultivation and grant proposals.
15. Identify, research, solicit, and cultivate corporate, foundation, and major gift prospects, individual donors, and sponsorships.
16. In all activities, work collaboratively with board of directors and staff.

17. Other responsibilities as assigned by the executive director.

### **Qualifications**

- College graduate with previous non-profit fund development training and/or experience
- Excellent written and oral communications skills, including creative ability and professional attention to detail
- Ability to communicate effectively with diverse audiences, including staff, board, and community groups
- Willingness and ability to comfortably discuss development activities, make a persuasive case, and solicit donations
- Ability to work effectively with multiple staff & board members and as part of the team
- Ability to organize, prioritize, manage time, and work independently
- Ability to effectively use technological tools, including database, Facebook, and FRC's webpage
- Familiarity with FRC's 3-county service area and knowledge of existing area services and resources
- Analytical and problem-solving skills
- Reliable transportation, valid driver's license, and auto insurance to meet essential job functions
- Available to work some evening and weekend hours as needed
- Ability to lift and carry a minimum of 50 pounds

### **Preferred**

- Experience collaborating with volunteers
- Interest or experience in families and parent education

### **Application Instructions**

Applications are due Monday, March 8. Send cover letter and resume to [draxler@frcscv.org](mailto:draxler@frcscv.org) or to the following address:

Patty Draxler  
Family Resource Center St. Croix Valley  
PO Box 2087/857 Main Street  
Baldwin, WI 54002

### **About the Family Resource Center St. Croix Valley**

Founded in 1998, the Family Resource Center St. Croix Valley is a Baldwin, Wisconsin-based 501(c)(3) non-profit organization that offers free parent education services to any families with children from birth to age 6 in Western Wisconsin's Pierce, St. Croix, and Polk Counties. Programs include hospital and home visits, screenings, Play & Learn groups, Baby & Me classes, parent education, resource networks, and a teen parent program. All of our programs are free and available to any family. Funded without state or federal assistance, we

work closely with local community partners to fulfill our mission, which is to strengthen children, families, and communities by offering education, resources, and support.