

Position: LEAF DONOR RELATIONS SPECIALIST

Organization: LEAF Community Arts

Posted: December 5, 2018. Applications will be reviewed as of 12/17/18 and will stay open until position filled.

Position Start Date: Immediate or by February 1, 2019

Job Scope: Full time, which includes festival weekends three times a year. (3/4 would be considered)

SALARY: Based upon skill and experience.

POSITION OVERVIEW:

LEAF Donor Relations Specialist brings expertise in many areas of Development with a focus on MemberSHIP, Major Gifts, Planned Giving, Annual Giving, Endowment, Engagement and Relationship cultivation. To summarize, the focus is on Individual Giving and Membership. This role identifies, cultivates and steward relationships with current and prospect donors, and supports and builds upon a growing network of individual and business donors through MemberSHIP. Donor Relations Specialist leads the improvement of LEAF's development strategies, friend rising, LEAF Love and technology to embrace growth. They are responsible for raising their budgeted annual goals. This is an exciting time to join, for this role will be growing as LEAF's Global Arts Center plans to open in August 2019. Member of two-person development team.

SKILLS & EXPERIENCE REQUIRED:

- Values and understands personal relationships, enjoys connecting with people and is a great communicator.
- Minimum of 2 years in direct fundraising, specifically in individual giving.
- Proven track record of successfully managing an annual fund and/or membership program.
- Strong organizational, presentation, storytelling, basic design and communication skills.
- Logistical and Strategic thinker with attention to detail including data and record keeping.
- Event planning and management especially with small member focused gatherings in several cities.
- Experience with and knowledge of community-based non-profit structure and practices.
- Donor development and basic understanding of moves management
- Interpersonal skills including flexibility, multi-tasking, self-motivated, networking ability to work with a wide range of people and a positive outlook.
- Ability to work as part of the LEAF team, highly effective and efficient with a positive spirit.

RESPONSIBILITIES

- **MEMBERSHIP:**
 - Grows and retains membership with a significant increase annually.
 - Inputs and maintains current & new members into database.
 - Develops new benefits and strategies for retaining and attracting new and lapsed members.
 - Membership gift acknowledgement maintenance and recognition.
 - Membership engagement through E-newsletters, social media as well as personal notes and calls.
- **FUNDRAISING & FRIEND BUILDING:**
 - Designs, implements & manages all fundraising activities including new opportunities.

- Donor cultivation, solicitation & relations. Manages strategies for reaching individual donor goals and planned-giving in sustainable pathways.
- Public speaking and engagements to foster and encourage partnership and donor support.
- Manages pledge reminders, all donor database files, acknowledgement programs & confidentiality of gifts.
- Thank you notes, tax letter and calls to donors (goal of 24hr turnaround of some recognition).
- Creating specific directives for the final fulfillment of the LEAF LOVE FUND [endowment] pledges with The Community Foundation of WNC (currently 75% to goal).
- Oversees fundraising events, and coordinates with support staff.
- Responsible for design, content, and all details related to fundraising pages on LEAF website.
- Actively engaged in the Asheville community.
- Join the local AFP chapter and attend gatherings.
- **FESTIVAL, LEAF Downtown & At-Large Events:**
 - Organize a team of volunteers, festival staff, and board members to accommodate growing needs as related to Members.
 - Implement on the ground logistics at Festival, Downtown and year-round events for Members. Events to include Member Thursday Throw Down, LEAF Member Coffee House, Artist Meet & Greet, LEAF Live! City-hosted events and various cultivation activities through festival weekend and the year.
 - Event setup and teardown at all events
 - Maintain invitation lists Members in accordance with LEAF's Development strategy. Send event invitations and manage RSVPs.
 - Assist with LEAF Downtown VIP planning and implementation.
- **BOARD of Trustees Relations**
 - Creates the path for Board members to be active fund and friend raisers for LEAF.
 - Works with the Development Committee of the Board to develop strategies to initiate and meet aggressive fundraising goals.
 - Prepares presentations reports for Board and attends board meetings when needed.
- **Vision | 2020:**
 - Participates with Development vision in Strategic Planning, and leads the execution of goals set.
 - Integrating Fundraising Annual Plan with strategic plan and executive staff plans.
 - Assists in development of strategic goals for youth programs, communications, human resources, board, fundraising, and festival.
 - Identifies organizational needs and supports process of procuring resources to fit needs.

SALARY & BENEFITS PACKAGE:

- Salary commensurate upon experience.
- Time Off for 1st year of employment 32 Paid Days Off:
 - One week paid vacation • Two weeks unpaid vacation
 - 6 Sick|Personal paid Days
 - 21 Holidays (approximately- may vary 1-3 days)
- Health benefits are currently not offered.

Note: Pay is once a month at first of each month for previous month worked. Agreement is automatically renewed at the start of calendar year with a 2.5% increase. Changes may be discussed in year-end evaluations.

For your information: As A LEAF STAFF:

- I declare that I have not committed any felonies or misdemeanors including DUI. If agreement must be terminated, at least a two-month advance notice will be given.
- **LEAF VALUES: Being Mission-Driven • Integrity • Openness, • "You Got This" Positive Attitude • Collaboration • Equity**

THANK YOU FOR YOUR INTEREST IN BEING A DEDICATED PART OF THE LEAF TEAM!