

Fundraising & Events Director



PedNet is hiring a Fundraising & Events Director to lead all of our fundraising activities and events. We have experience fundraising through membership, direct mail, relatively small major gift asks, and small-scale events, and are looking for someone with experience to help us scale up.

- Full-time position (salaried, exempt)
- Compensation: \$45,000/year
- Benefits:
 - 20 days Vacation/Illness/Personal paid leave
 - 9 paid holidays
 - Group health insurance (up to \$400/month)
 - Retirement contribution (match up to 3% of salary)
 - Personal cell phone stipend (\$50/month)
 - Long-term disability insurance
 - Identity theft insurance
 - Commuter incentive
 - Professional development funding
 - Flexible schedule

This position is a 1-year commitment with potential for future renewal based on fundraising performance. Our expectation is that the Fundraising & Events Director will raise at least \$45,000 above 2021 budgeted fundraising amounts through events, sponsorships, planned gifts, new donors, and increased donations from existing donors. This position reports to the CEO.

What we're looking for

The ideal person for this position is someone who:

- Is personally committed to walking, biking, using a wheelchair, or riding the bus to get around town. We believe in practicing what we preach because it is critical to our advocacy mission.
- Has the computer skills to use email, internet, and Microsoft Office or G Suite on a daily basis
- Has at least 2 years of fundraising experience, ideally including member-based giving, direct mail, major gifts, and planned giving
- Has experience using and maintaining a donor database (CRM)
- Has experience planning and implementing events, ideally including soliciting sponsorships and hosting virtual events
- Has **excellent** verbal, written, and public presentation skills
- Is detail-oriented and organized
- Is self-directed and able to work independently
- Sees themselves as a good fit with PedNet's [Core Values](#) and will use these values to guide how they do business
- Publicly supports the mission of PedNet and will represent PedNet positively in the community

PedNet strives to have a diverse staff that represents our community. We particularly encourage people of color, people with disability experience, and people connected to communities with limited economic opportunity to apply.

PedNet values inclusion, diversity, and equity, and does not discriminate on the basis of race, color, religion, gender, age, national origin, ancestry, sexual orientation, or disability.

Position Description

The Fundraising & Events Director is responsible for developing and leading PedNet's entire fundraising and events strategy. The Fundraising & Events Director will grow public support for and participation in PedNet's mission, and increase fundraising revenue.

Responsibilities

Outreach: Fundraising & Events (90% of time)

- Develop and lead fundraising strategy
 - Create and implement annual fundraising plan, evaluate results, and adjust strategy as necessary
 - Serve as storyteller, looking for and sharing stories of PedNet's impact on people's lives
 - Write direct mail fundraising letters; coordinate printing and mailing
 - Lead development of CoMoGives team strategy and oversee implementation
 - Develop and implement new fundraising initiatives, such as monthly donor program, Endurance Fund, and planned giving
 - Develop and maintain public-facing fundraising messaging, such as content for web, social media, and Annual Report
 - Research and identify new prospects in coordination with CEO, CSO, and board members
 - Serve as a liaison to the board to build a culture of fundraising and ensure full board participation in fundraising efforts
- Plan and execute all PedNet events to increase public awareness and raise funds
 - Coordinate existing PedNet events, including Bike, Walk & Wheel Week, Bikes & Brews, and Vélo Vino Vici
 - Develop and implement new events, including virtual events as necessary during COVID
 - Lead event sponsorship solicitation strategy
- Lead donor communications (newsletters, emails, etc.), as well as stewardship and relationship-building in coordination with CEO and CSO (thank you cards, calls, meetings, etc.)
- Manage donor database records in EveryAction
 - Input donor and donation information; prepare data reports as needed
 - Maintain data hygiene (merging duplicates, managing contact relationships, etc.)
 - Prepare donor lists for direct mailing fundraising letters
 - Create online forms for event registrations, donations, and Advocacy Alerts

Programs (10% of time)

- Operate Giving Rides program, including organizing rides and training volunteers (post-COVID; program is currently on hold)

Physical requirements

- Ability to use a computer and phone to maintain donor records, prepare and review documents, and make community contacts
- Ability to lift and set up event materials, such as folding tables and displays
- Ability to pilot the Giving Rides bike

To apply, please submit the following application materials to CEO, Annette Triplett (Annette@PedNet.org), by January 24, 2021:

1. Cover letter
2. Résumé or CV
3. Writing sample (direct mail fundraising letter, sponsorship solicitation materials, etc.)