

## Development Coordinator

### About Canal Alliance

Canal Alliance exists to break the generational cycle of poverty for Latino immigrants and their families by lifting barriers to their success. We are a nonprofit champion of immigrants who are challenged by a lack of resources and an unfamiliar environment.

### Position Summary

The Development Coordinator is a full-time position that serves as a key member of the Individual Giving Team, responsible for meeting annual goals for fundraising and donor engagement for individuals and groups. This position reports directly to the Individual Giving Manager and is primarily responsible for supporting all aspects of the day-to-day and annual activities to build relationships and secure funds from individual donors and faith groups, service clubs, schools and community groups. Primary tasks include preparing donor appeals and communications materials for donors and prospects, coordinating the Aliados recurring giving program, conducting donor prospect research, coordinating donor cultivation and fundraising events, responding to donor inquiries by phone and email, calling and emailing donors to acknowledge gift receipt and convey giving impact, and providing administrative and data management support.

### Essential Duties and Responsibilities

#### Donor Communications, Appeals and Events

- Coordinate cross-departmentally to support all aspects of the creation and mailing of annual fundraising appeals, including drafting narrative and digital content, preparing segmented mailing lists, coordinating in-house mailings, and preparing files for printers and mail houses.
- Assist with writing and producing print and digital fundraising and marketing materials for internal and external audiences in conjunction with other members of the Development team.
- Coordinate the Aliados recurring giving program, including managing donor communications, acknowledging gifts, managing recurring plans and data in Classy and Salesforce, tracking and reporting on Aliados results, and communicating directly with members of the Aliados.
- Provide support for drafting, editing, proofreading and submitting proposals, reports and other communications materials to donors.
- Assist with the planning and implementation of donor events, including preparing event communications and supporting effective follow up and acknowledgment activities.
- Serve as the department's initial point of donor and prospect contact by responding in a timely manner to donor inquiries through telephone, written correspondence, and personal contact.
- Support department efforts to acknowledge and steward donors by making direct calls and sending emails to donors to acknowledge gifts and convey the impact of a donor's giving.
- Serve as an ambassador for the organization by engaging the public as possible donors and volunteers when representing Canal Alliance and tabling at events hosted by partner agencies, schools, faith groups, service clubs and other community groups.

#### Data Management and Gift Acknowledgement

- Use Salesforce database for tracking, monitoring, analyzing and reporting on donor, campaign and gift information, and fundraising analysis and results.
- Support major gifts fundraising efforts by performing data entry for all moves management activities, notes about donor conversations, and information prospect and donor research.
- Provide back-up data entry and gift acknowledgement support to the Development Assistant for donor records and donations, as needed.
- Write and mail personalized tribute notifications and acknowledgment cards.
- Support the timely mailing of acknowledgement letters to all donors.

91 Larkspur Street  
San Rafael, CA 94901  
415.454.2640

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### Administrative Support

- Provide administrative support to staff members, board members and volunteers involved in solicitation of major gifts from individual and corporate donors by scheduling meetings and calls, reserving rooms, preparing agendas, and taking minutes for donor meetings and visits.
- Research, investigate, compile and present up-to-date biographical and donor readiness information on current and prospective individual and corporate donors, and prepare and file profile research reports.
- Create and maintain fundraising activity schedule for all donor strategies and activities.
- Recruit and support Development volunteers to assist with fundraising activities.

### **Required Skills**

- Exceptional communication and interpersonal skills and the ability to engage individuals and groups.
- Excellent analytical and abstract reasoning skills, with the ability to think strategically, creatively problem solve, and exercise good judgment.
- Data literacy skills, with competence in finding, manipulating, managing, and interpreting data.
- Good writing and editing skills.
- Proven ability to work within dynamic teams and build strong relationships with colleagues, and the ability to interact and work effectively with Directors, Board members, front-line staff, donors, community leaders, public officials, funding agencies, businesses, and clients.
- Ability to work with minimal supervision, handle multiple tasks, and manage demanding situations effectively, while showing initiative and being anticipatory rather than reactive.
- Effective time management and work organization skills, with a high attention to detail.
- Excellent computer and technology skills, including facility with internet navigation, social media channels, databases, and Microsoft Office suite.
- Commitment to fundraising ethics and respect for confidentiality of donor information.

### **Education and Experience Required**

- Bachelor's degree in a related field.
- Minimum of one year of experience in a related position.
- Knowledge of Latino, immigrant, or low-income communities.
- Knowledge of the basic principles and practices of fundraising.

### **Additionally Desired**

- Experience with fundraising in a non-profit organization.
- Experience in data entry and analysis, especially using Salesforce or similar CRM.
- Bilingual/biliterate (English/Spanish).

### **Compensation**

This is a full-time, non-exempt position with benefits. We offer a competitive salary with a benefits package that includes 3 weeks paid vacation a year, 12 days of sick leave a year and 100% paid employee medical & dental insurance as well as long term disability and an employee assistance program. In addition, there are 15 paid holidays annually, a 403(b)-retirement plan and a Flex cafeteria plan.

### **Canal Alliance Equity and Inclusion Statement**

Canal Alliance actively promotes and recognizes principles of fairness, equity, and social justice in relation to, and across, intersections of race, age, color, national origin, ethnicity, citizenship, sex, sexual orientation, gender identity, gender expression, religion, disability, ancestry and all other identities represented among our diverse employees.

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By appreciating the importance of inclusion, we acknowledge that the collective and individual talents, skills, and perspectives of our staff foster a culture of belonging, safety, collaborative practice, innovation, and mutual respect. Canal Alliance is committed to the transformation of attitudes and systems that deprive any person or group of these principals.

**Application Process**

Please email your resume and cover letter to **HR@canalalliance.org**. Only electronic applications will be accepted. (Keep it green!) Please indicate “**Development Coordinator – YOUR NAME**” in the subject line of your email.

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