

HR	<b>Success Profile</b>	
----	------------------------	---

Role	Philanthropy Coordinator
Reports to	Philanthropy Manager
Department	Fundraising
Manages / Supervises	N/A
Date revised	September 2019

## **PURPOSE OF THE JOB:**

Establish and coordinate the delivery of a new fundraising program stewarding and cultivating the support of mid-value cash donors. In collaboration with the Philanthropy Manager, the position researches and develops a donor journey and associated engagement activities, which specifically meet the needs, interests and potential of donors providing from \$1,000 up to \$5,000 in annual cash gifts. The position is responsible for developing and delivering the communications, events, benefits and other activities specific to the Mid-Value Program. The overall goal of this position is to strengthen the charity's relationship with this important group of donors, sustain and grow their support, in order to further the mission of Guide Dogs NSW/ACT.

The position is responsible for supporting a core community of current and new mid-value donors within the Mid-Value Program. They will also be part of the successful and collaborative Philanthropy Team, who work with many of the charity's leading individual and institutional donors. The position integrates the Mid-Value Program within the over-arching Philanthropy Program and contribute to the team's planning, collaborative account management of donors and development of shared activities, such as special events, impact reports and donor funding packages. Building working relationships with the broader team at Guide Dogs NSW/ACT, such as other Fundraising staff, Client Services, Marketing and Dog Services, will also be important to success in this role.

The job holder has strong interpersonal, relationship management and fundraising skills to cultivate and support individual giving at a mid-value and major donor level. This includes the ability to talk accurately and confidently about the mission, services and outcomes delivered by Guide Dogs NSW/ACT, tailor donor journeys and engagement activities to suit the needs and interests of individual donors, directly ask donors for financial support, and research, develop and deliver engaging, innovative and productive donor communications and activities. They will have strong administrative and data management skills; the ability to coordinate multiple donor relationships and activities simultaneously, experience in designing and delivering digital communications and a talent for building strong effective, relationships across the organisation.

## KEY ACCOUNTABILITIES:

Key Result Area	
<b>MID-VALUE PROGRAM RESEARCH AND DESIGN</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Program research, design and documentation	<ul style="list-style-type: none"> <li>• Benchmark fundraising research and mid-value fundraising practice within the sector is identified and collated. This work will be completed in collaboration with the Philanthropy Manager</li> <li>• A new Mid-Value Program is designed to meet the particular needs and interests of mid-value donors (initially defined as individual supporters donating \$1,000 up to \$5,000 per year), in order to build real and strong relationships with these donors and grow their support over time</li> <li>• The new Mid-Value Program is effectively integrated with the overall Fundraising Program at Guide Dogs NSW/ACT, so the donor experience is seamless and programs can be developed and delivered efficiently</li> <li>• The new Mid-Value Program is documented to define program's strategy and activities and roll-out over time, and allow the details of the program to be effectively communicated to other staff within Guide Dogs NSW/ACT</li> </ul>
<b>DONOR MANAGEMENT</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Identification and qualification of mid-value donors	<ul style="list-style-type: none"> <li>• Current and prospective mid-value donors are identified using background research, donor data analysis and targeted marketing</li> <li>• A viable initial set of donors is identified for management under this position and program, which maximises the impact of the program, while also ensuring the program and position's workload is sustainable</li> <li>• A sample of prospective mid-value donors are surveyed to check and confirm the initial definition, using contact and discussion via phone, personal visits, event attendance and surveys</li> <li>• The mid-value donor portfolio are effectively managed by qualifying optimal prospects for attention and developing personalised donor journeys within the options defined for the Mid-Value Program</li> </ul>
Cultivation and solicitation of mid-value donors	<ul style="list-style-type: none"> <li>• Relationships with mid-value donors are strongly developed through a program of group and/or individuals communications and engagements, introductions to the work of Guide Dogs and ways they can support the charity</li> <li>• The mid-value donor community gain a strong, vivid sense of the impact of their support, through tailored group communication of impact reports and/or other activities</li> <li>• Sustained and increased donations are successfully solicited from each mid-value donor through personalised written proposals, email/phone asks and perhaps face to face meetings when staff time and supporter interest allow</li> <li>• Gifts are secured from mid-value donors which meet or exceed annual fundraising targets for the position</li> </ul>

Stewardship of mid-value donors	<ul style="list-style-type: none"> <li>• Excellent supporter care is provided to mid-value donors, including tailored impact reports or program updates (utilising content developed the Philanthropy Team as a whole), invitations to special mid-value donor events, including opportunities to meet key Guide Dogs staff and clients and other stewardship activities which best suits the needs and interests of the donors and ROI for the program</li> <li>• Mid-value donors are effectively stewarded so that they are motivated to continue or preferably increase their support to the charity over time</li> </ul>
<b>Key Result Area</b>	
<b>MID-VALUE PROGRAM ACTIVITY COORDINATION</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Development and delivery of specialised mid-value program donor communications	<ul style="list-style-type: none"> <li>• A tailored set of donor communications are developed which specifically meet the identified needs, interest and potential of this group of donors, including digital and direct mail (tailored based on the core mass program content); impact reports or program updates, ‘thank you’ communications, invitations to carefully selected Guide Dogs events and other specialised communications</li> <li>• The existing comprehensive set of Major Donor funding packages are leveraged where possible and appropriate to enhance the engagement and support of mid-value donors, while also not in any way undermining the support of major donors</li> <li>• Special benefits, gifts and acknowledgement opportunities are developed and delivered to suit mid-value donor needs and enhance overall program ROI</li> <li>• Donor responses and evaluation of these communications and benefits are elicited and collated to assist with program evaluation and ongoing improvement</li> </ul>
<b>Key Result Area</b>	
<b>MID-VALUE PROGRAM ADMINISTRATION</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Data management and reporting	<ul style="list-style-type: none"> <li>• Results data relating to funding, donor journeys and other outcomes for the Mid-Value Program is tracked, analysed and reported to management in order to assess successes, ROI and learnings for future activities (in collaboration with the Philanthropy Manager)</li> <li>• Engagement, donation, communication and background data on current and prospective mid-value donors is recorded on Guide Dogs’ CRM in an accurate and timely manner in accordance with established data protocols;</li> <li>• Other teams, such as Individual Giving and Engagement are accurately briefed on mid-value donor data for communication projects as needed</li> <li>• All activities comply with appropriate legal, regulatory and fundraising good practice requirements</li> <li>• Other projects are undertaken as required</li> </ul>
<b>Key Result Area</b>	

<b>COMMUNICATION &amp; STAKEHOLDER RELATIONSHIPS</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Maintain strong relationships and ensure timely information sharing	<ul style="list-style-type: none"> <li>• Highly collaborative working relationships are built with other staff and teams across Guide Dogs NSW/ACT and Guide Dogs Australia, consultants and other suppliers to effectively manage the Mid-Value Program and support the mission and values of the organisation</li> <li>• Living the organisational values in all actions in support of the purpose of Guide Dogs NSW/ACT</li> <li>• Focus on the customer/stakeholder/supporter/donor is maintained at all times</li> <li>• Assigned responsibilities are completed and any issues are resolved within a satisfactory timeframe</li> </ul>

### **KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:**

<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• Exceptional customer/supporter service skills, attitude and experience</li> <li>• Strong interpersonal/social, networking and negotiation skills with a variety of supporters, consultants, colleagues and supplies</li> <li>• A dynamic and results-driven self-starter</li> <li>• Strong communications skills, both written and verbal</li> <li>• Outstanding organisation and administrative skills, including ability to manage multiple relationships and projects simultaneously</li> <li>• Strong Microsoft Office and computer skills</li> <li>• Qualitative and quantitative research and analysis skills</li> <li>• Ability to manage the goals of the organisation in conjunction with those of donors, to obtain the best outcome for both, always within the missions, values and strategy of Guide Dogs NSW/ACT</li> <li>• A current driver's licence or ability to travel independently e.g. via public transport</li> <li>• The ability to manage the physical demands and inherent requirements of the role and complete the tasks and duties as required.</li> </ul>	<ul style="list-style-type: none"> <li>• 2+ years fundraising experience</li> <li>• Account management experience with donors to a charity or similar</li> <li>• Skills and experience working with Customer Relationship Management systems (databases)</li> <li>• Completion of a relevant tertiary qualification in fundraising, marketing, business, events management or similar</li> </ul>

[Name]

[Sign]

[Date]

---