CAMPAIGN COORDINATOR RESPONSIBILITIES

OVERVIEW

The Campaign Coordinator works closely with the Executive Director and Campaign chairs to help keep the campaign on schedule and progressing with a high level of visibility and momentum that engenders a sense of excitement, optimism and confidence in achieving the campaign goal.

Major Donor Work

- *Make arrangements for meetings with major donors:* Work with the Executive Director and campaign leaders to schedule meetings with prospective donors. This includes email and phone calls to all people involved. Once the donor has agreed to meet, he/she is responsible for making the meeting happen.

  Assist the Executive Director and other campaign leaders in keeping the momentum for arranging meetings with donors. He/she makes suggestions about possible meetings/engagement opportunities and encourages the leaders to be proactive in reaching out to donors.

  Handle meeting responsibilities include making lunch reservations, coordinating schedules with a staff person for a tour of the grounds, sending a confirming email or note the day before the meeting, sending any necessary information to the donor before the meeting.

- *Prepare materials needed for major donor meetings:* While the coordinator customizes materials, keeps them updated and organized. He/She prepares package of materials for donor meetings as directed by the Executive Director and solicitors.

- *Follow up from major donor meetings:* He/She makes sure the donor is thanked appropriately and receives the materials or follow up action promised at the meeting. He/she makes sure that records of the meeting are updated and filed and that follow up actions are noted so they can be acted on in the future.

- *Conduct prospect identification and research:* He/She conducts prospect research to identify prospective donors and to gather information about people both new prospects and current donors.

- Working with the campaign committee, develop and execute a communication plan for donors.

- Plan and execute small campaign related events.

Campaign Committee Work

- Work with the Executive Director and campaign leaders to schedule committee meetings and make sure that all of the necessary material is organized and available at the meeting. He/She attends each meeting and keeps accurate notes about what happened, especially noting who agreed to do what actions following the meeting. He/She follows

up with each person reminding (and clarifying with) them about what they have agreed to do and provides them whatever they need to get the task done.

- Coordinate other meeting follow up, such as drafting notes for the Executive Director and campaign leadership to work with after the meeting.

Gift Acknowledgment and Tracking

- Ensure that every campaign gift and pledge is managed seamlessly so that the donor is officially thanked within 48 hours of receiving the gift and thanked again by other members of the campaign team.

- Make sure that each gift is credited appropriately in the accounting system, noting any on-going pledge payments and reminders.

- Update the campaign reports and has current campaign reports easily accessible.

- Maintain an updated list of naming opportunities.

Campaign Reporting and Coordination

- Develop and maintain an accurate report of campaign progress to date.

- Coordinate with the other development staff to make sure that the all contact with campaign donors is coordinated so as not to conflict with the gala committee or the annual fund, or other operating fundraising and volunteer efforts.

Communications and Public Relations Planning

- Assist in developing and executing, with the Campaign leadership and staff, a public relations/communications plan to keep the campaign in the public's eye and to maintain its momentum.

- Support the Executive Director, Campaign leadership and consulting lobbyist in planning and implementing a strategy funding through public funding.

(Thanks to Ellie Altman, Executive Director of the Adkins Arboretum, for sharing this job description.)