

# Blue Oak School

K-8 WALDORF-METHODS PUBLIC CHARTER SCHOOL

## JOB DESCRIPTION

### Outreach & Capital Campaign Coordinator

Under direction of the Executive Director, perform a variety of duties involved in Outreach, School-wide Fundraising and Capital Campaign.

Hours and Wages: Part-time up to 28 hours per week, 40 weeks per year, \$15-\$20 per hour

#### Responsibilities include

- Overall campaign management and organization including pipelines, prospect tracking, strategy, task assignment and maintenance of timelines;
- Researching and identifying prospects;
- Scheduling meetings, preparing talking points, assembling presentations, and full meeting prep for Board members, campaign volunteers and Blue Oak staff;
- Overseeing acknowledgement of all campaign gifts and pledges and preparation of pledge payment reminders and pledge agreements;
- Writing all campaign correspondence including solicitation proposals, meeting requests, and meeting follow up;
- Maintaining master outreach & campaign calendar to maximize cultivation events and keep campaign team on track;
- Organizing and monitoring volunteer assignments and follow-up, and assisting in all aspects of volunteer-led events for Capital Campaign;
- Establish solicitation priorities, manage prospect lists and research, develop and execute targeted cultivation plans and solicitation strategies for a range of prospects; prepare and provide support to staff, board members and volunteers for solicitations;
- Work collaboratively with the Executive Director to cultivate identified institutional prospects and prepare outside foundation and government grant proposals;
- Work collaboratively with the Executive Director and Business Manager to manage non-campaign related individual gift solicitation, tracking and acknowledgements (such as Annie B's)
- Manage the writing and development of outreach & capital campaign print and electronic collateral materials and coordinate their design and production;
- Oversee outreach & campaign communications, creating content for the e-newsletter and talking points for the media with oversight from the Executive Director; integrate campaign milestones into ongoing public relations outreach; create, maintain and track advertising;
- Manage cultivation of the Benevon model including, but not limited to, Point of Entry Events, follow up invitations, and the annual "ASK" Event.;
- Recruit and manage campaign volunteers; schedule and support campaign leadership meetings;

- Ensure that data related to prospects and donors is recorded and tracked in electronic and hard copy files; manage campaign record keeping, evaluate progress towards goals, prepare periodic reports on fundraising and present to the Board and administrative staff; recommend revisions to the fundraising plan, as needed, to meet goals;
- Ensure donor acknowledgement, stewardship and public recognition, as appropriate;
- Manage and conduct school tours including communications, set-up and takedown;
- Maintain communication with new Blue Oak families as they start to create a smooth transition;
- Participation in outreach events and solicitations as appropriate; and
- Other duties, as assigned.

## Qualifications

The ideal candidate will possess the following qualifications:

- ❖ Bachelors degree, with Masters degree preferred,
- ❖ 3-5 years of professional experience in fundraising with a track record of success, with specific experience in capital campaigns, individual giving and/or major gifts, and the tracking/monitoring of pledges;
- ❖ Experience in scheduling and staffing solicitation calls and conducting follow up and stewardship;
- ❖ Superior verbal and written communication skills;
- ❖ Experience in managing capital campaign budgets;
- ❖ Demonstrated experience in producing campaign materials;
- ❖ Excellent interpersonal, analytical and organizational skills, capable of working effectively with board members, staff members, volunteers, consultants and donors/prospects;
- ❖ Energetic, self-motivated, flexible and adaptable with a sense of humor, able to multi-task and work independently in a small, hands on work environment;
- ❖ A team player with an attitude of service and ability to motivate others; and
- ❖ Computer fluency in MS Office, donor database software, web applications, and knowledgeable about the role of technology and electronic communication in fundraising such as social media.

### Physical Requirements:

Speak on telephone

Communicate verbally in person

Lift 30 lbs.

Stand for long periods of time (2 Hours)

Ability to sit, stand, walk

# PR/Outreach Update

## 2015-2016 Objectives

- keep info/content current
- consistency
- aesthetically beautiful
- stronger social media presence

## Areas

- Website
  - update design
  - user-friendly
  - accurate reflection of Blue Oak
  - most effective marketing tool (cost and accessibility)
  - adding more dynamic and engaging content
- Advertising
  - recurring ads in family themed magazines
    - North State Parent
    - Growing Up Chico
  - renewing NSPR underwriting
  - community calendars
  - Preschool outreach
    - approximately 450 postcards to 30 preschools in Jan. 2016
- Events
  - Children's Faire, mid April
  - May Faire, April 30

## 2016-2017 Goals

- more content added to Educational Program section of website
- more parent resources added to website
- more documentation of student work, classroom activities, and Blue Oak experience
- increase enrollment