



Development Coordinator (Contract)

Introduction

The “I Have A Dream” Foundation- Affiliate Name is embarking on a new Dream Scholar Cohort Campaign (the Campaign) to raise \$3.5 million to support the costs to provide 16 years of programming for a group of 100 children and families starting in 1st grade through college and post-secondary completion.

Overview

The Development Coordinator (DC) will assist IHDF - Affiliate Name in the planning and implementation of a Dream Scholar Cohort Campaign that will result in securing individual, corporate, foundation and government donations and pledges to meet the campaign goal.

DC will work with IHDF-Affiliate Name campaign leaders, staff and board of trustees to complete a successful campaign, which for the next fiscal year, will require contributed income (and pledges) to be raised in the amount of approximately \$3.5 million to launch the new cohort.

Scope Of Work To Be Provided By Development Coordinator

1. Develop campaign plan:
The plan will detail work and campaign structure needed to complete personal solicitations of IHDF-Affiliate Name Board of Trustees; current and lapsed donors; and new individual, corporate, and foundation prospects. The plan will include fundraising budget, timetables and campaign-related marketing and publicity plans.
2. Conduct prospect identification and review sessions:
Identify donor prospects and determine appropriate asking strategies and donation amounts with each campaign ambassador.
3. Design prospect cultivation programs and events:
Prospects are to be engaged in and involved with the IHDF-Affiliate Name so that they develop a sense of “ownership” of IHDF-Affiliate Name and its mission. Organize and coordinate cultivation events, such as house parties and small gatherings.
4. Produce and “package” campaign materials:
Develop full proposals for funding to the appropriate individual, foundation and corporate prospects. Help to identify the most likely prospects for opportunities based on past experience, and prospect contribution guidelines and giving records.
5. Provide training and orientation for volunteer solicitors:
Personally work with campaign ambassadors to assist them in feeling comfortable with their role as a solicitor. Ensure they have the best and most complete tools possible. Train and advise campaign ambassadors on how they should ask for money, and in cases where there is no relationship with a funder, DC to make the ask themselves.

6. Assist in preparing planning, organizational, and marketing documents:
These include a fund-raising budget, a case for support, funding proposals, letters, and newsletters. They are all required for successful implementation of any fund-raising program.
7. Provide ongoing counsel and direction:
Full and involved hands-on management of the campaign, working closely with the Executive Director and Board Chair to ensure the fundraising goals are met and sustained.

Explicit Duties And Responsibilities Of DC

A key aspect of DC's service will be personal involvement in working with IHDF-Affiliate Name campaign management in the formulation of detailed and individualized strategies for all solicitations for major gifts. Major-gift prospects are valuable resources. Each solicitation must be planned with care. DC will work closely with the IHDF-Affiliate Name campaign leadership to maximize the chances for success in each major-gift solicitation instance.

1. Coordinate all aspects of the campaign working with the campaign chair, executive director and board chair. Provide the resources and guidance necessary for the chairperson to lead the solicitors in the most efficient and timely manner possible.
2. Arrange, schedule, attend and actively participate in all campaign-related meetings.
3. Support Executive Director with updating channels and platforms that reflect the IHDF-Affiliate Name brand, ensuring they are optimal for fundraising campaigns and increase engagement (e.g. Donation platform, social media accounts, email marketing systems, Google Ad grants, search engine optimization).
4. Develop and prepare documents and materials required for all meetings, including agendas, meeting minutes, time-lines, etc., with campaign leadership, committee, and staff.
5. Provide campaign orientation and training to campaign ambassadors.
6. Assist with the compilation and review of all viable IHDF-Affiliate Name donor prospects.
 - Identify new and likely prospects, and provide all other related information required.
 - Conduct rating programs to suggest asking amounts for each prospect
 - Recommend the top tier cutoff level of prospects having the best giving potential as those to be personally solicited by committee members.
7. Work with campaign ambassadors to provide solicitation strategies for their prospects.
 - Create a timeline for the Development Committee. Ensure development committees are setting realistic goals; keep track of progress, if/when tasks are completed, and how much funding has been secured.
 - Identify opportunities for giving (e.g. Giving Tuesday, local giving days, or areas our cause area is receiving a lot of media and public interest).
 - Support Executive Director with creating peer to peer fundraising toolkit for board, campaign leadership, and campaign ambassadors including
 - i. Campaign's purpose (1-2 sentences max)
 - ii. Organization's mission & values
 - iii. Links to share (donate, rsvp, website, etc)
 - iv. Condensed elevator pitch
 - v. Email & social media language
 - vi. Accounts to tag & hashtags to use

- vii. Infographics & images
- viii. Graphics & language for thanking donors
- ix. Tips for asks & posting frequency
- x. Organization's one pager
 - Plan and coordinate all virtual, hybrid, and in-person campaign events, such as webinars and house parties.
- 8. Assist in the development and printing of campaign-related materials, such as a case statement, pitch presentation, brochures, pledge cards, gift return envelopes, proposals, brochures, etc.
- 9. Develop and produce progress and tracking summaries for forecast and evaluation reports and meetings.
- 10. Receive and record, apprise appropriate solicitor of, and acknowledge to donors all gifts.
- 11. Maintain donor data (e.g amount of recurring donors, one-time donors, lapsed donors, small, mid, and major giving)
- 12. Provide opinions and counsel for all situations that directly or indirectly could affect the campaign's outcome.
- 13. DC agrees to hold all organizational information, including donor records, in strict confidence.

IHDF-Affiliate Name and DC enter into an agreement as outlined above to work together for a contract period of at least one year, which is of a duration spanning the present time to approximately the end of the campaign. Either party may cancel the contract with 30 days written notice.

Based upon a mutually agreed-upon assessment and review of the proposed Dream Scholar Cohort Campaign, IHDF-Affiliate Name board, and DC, estimate that on-site activities and meetings and DC's in-office production of campaign resources on behalf of the campaign, will require an average of 40 hours per week of DC's time to ensure the fulfillment of all established campaign premises and initiatives and to fully support IHDF-Affiliate Name's campaign.

The fee for DC's services to design, implement, and direct the campaign to help IHDF-Affiliate Name meet its fund-raising goals is \$_____per month, plus travel costs, and all other prior agreed-upon expenses.

IHDF-Affiliate Name Executive Director:_____ Date: _____

Board Chair: _____ Date: _____

Development Coordinator (Contractor):_____ Date: _____

Summary of Responsibilities for IHDF-Affiliate Name's Campaign Leadership

The volunteers and the administration of IHDF-Affiliate Name will comprise half of the team that will launch, implement, and manage a successful annual fund campaign as quickly and cost effectively as possible. The DC will comprise the other half of the team. In order for the campaign to be successful, all must perform their assigned parts. Some of the key responsibilities of IHDF-Affiliate Name volunteers and administration are:

Campaign Chairperson

1. Recruit solicitors (campaign ambassadors) who are high profile and/or highly networked individuals in Dallas who are committed to education/youth development initiatives in the greater Dallas area.
2. Recruit a committee of solicitors (campaign ambassadors) sufficiently large enough to assign personal solicitors to all prime prospects. Each solicitor will be responsible to personally solicit five to six prospects.
3. Sponsor a fundraising event, willing to provide a space and/or personal networks.
4. Convene and lead all required prospect rating and assignment meetings and all tracking, progress, and final report meetings.

Campaign Ambassadors

1. Endorse and articulate the mission and case for support of IHDF-Affiliate Name.
2. Make personal gifts and secure contributions where personally connected.
3. Select and personally solicit five to six prospects.
4. Attend all report and progress meetings of the campaign team.