

PDCA Fundraising Coordinator

Purpose:

To develop, implement, and manage fundraising initiatives that generate financial support for the U.S. Professional Diving Coaches Association (PDCA). This role will focus on creating sustainable revenue streams to support educational programs, camps, clinics, events, and other PDCA initiatives, ensuring the organization's long-term growth and impact.

Responsibilities:

Fundraising Strategy and Planning:

1. Strategic Planning:

- Develop a comprehensive fundraising strategy aligned with PDCA's mission, goals, and financial needs.
- Set annual and long-term fundraising targets and create action plans to achieve them.

2. Campaign Development:

- Design and execute diverse fundraising campaigns, such as annual giving drives, capital campaigns, and event-specific initiatives.
- Incorporate innovative fundraising methods, including online crowdfunding, peer-to-peer campaigns, and recurring donation programs.

3. Revenue Diversification:

- Explore and implement new revenue streams, such as corporate sponsorships, grants, and philanthropic partnerships.
- Research potential donors and funding opportunities, including foundations and individual supporters.

Event-Based Fundraising:

4. Fundraising Events:

- Plan and oversee fundraising events, such as galas, auctions, and donor appreciation events, to engage supporters and generate revenue.
- Collaborate with event planners and committees to ensure successful execution and attendee satisfaction.

5. Sponsorship and Partnerships:

- Identify and secure sponsorships for PDCA events, camps, and initiatives.
- Develop partnership packages that highlight the benefits of supporting PDCA programs and events.

Donor Relations and Stewardship:

6. Donor Cultivation:

- Build and maintain strong relationships with individual donors, corporate sponsors, and philanthropic organizations.
- Create tailored communication plans to engage donors at all levels and encourage long-term support.

7. Acknowledgment and Recognition:

- Develop and implement a donor recognition program, including thank-you letters, public acknowledgments, and exclusive benefits for top contributors.
- Highlight donor contributions through social media, newsletters, and PDCA events.

Collaboration and Outreach:

8. Team Collaboration:

- Work closely with other PDCA coordinators (e.g., Camps, Symposiums, Merchandise) to integrate fundraising efforts into their initiatives.
- Collaborate with the marketing team to develop promotional materials and campaigns that inspire giving.

9. Community Engagement:

- Engage the diving community in fundraising efforts, encouraging grassroots support and volunteer involvement.
- Organize informational sessions or workshops to educate members about the importance of fundraising and how they can contribute.

Tracking and Reporting:

10. Financial Tracking:

- Monitor fundraising income and expenses to ensure campaigns stay within budget and meet financial goals.
- Maintain accurate records of donor contributions, event revenues, and sponsorship agreements.

11. Progress Reporting:

- Provide regular updates to the PDCA President and board on fundraising progress, challenges, and successes.
- Prepare detailed reports on campaign outcomes, donor engagement metrics, and overall fundraising impact.

Innovation and Growth:

12. Grant Writing and Applications:

- Research and apply for grants that align with PDCA's mission and initiatives.
- Collaborate with other PDCA committees to identify projects that qualify for grant funding.

13. Emerging Trends:

- Stay informed about fundraising trends, tools, and best practices to ensure PDCA remains competitive in its efforts.
- Implement new technologies or approaches, such as mobile giving or virtual fundraising events, to expand outreach.

Qualifications:

- Proven experience in fundraising, donor relations, or nonprofit development.
- Strong organizational and project management skills to oversee multiple initiatives simultaneously.
- Excellent communication and relationship-building skills to engage with donors, sponsors, and stakeholders.
- Familiarity with event planning, sponsorship acquisition, and grant writing.
- Proficiency in using donor management systems and digital fundraising tools.
- Passion for diving and a commitment to supporting the PDCA's mission and growth.

Reporting:

The PDCA Fundraising Coordinator will report directly to the PDCA President and provide updates on all fundraising initiatives, financial outcomes, and donor engagement activities.