



## Fundraising Manager

- Full-time (3 days per week would be considered)
- Intermediate level role
- \$50,000 - \$59,000 salary range
- Reporting to the Executive Director
- Based out of the Camp Quality office at 1444 Queen Street East, Toronto

### About Camp Quality Canada

Camp Quality Canada strives to provide empowering camp experiences for kids with cancer. Our philosophy is that together, we can do anything, be anything and achieve everything. We have the power to turn life's challenges into adventures.

Originally founded in Australia in the 1980s, the Camp Quality name quickly spread throughout the world. Today, there are 6 independent Camp Quality organizations operating in 6 countries around the world. With a dedicated team of over 600 volunteers across Canada, CQ delivers uplifting camp experiences to children with cancer and their families.

You can find out more about CQ at [www.campquality.org](http://www.campquality.org)

### Purpose of the Position

The Fundraising Manager (FM) role is an "inward facing" position, primarily office based. The FM will work alongside the Executive Director to implement a new fundraising strategy and increase overall fundraising revenue nationwide. The FM will also work closely with the 7 regional Volunteer Fundraising Coordinators and the Board Fundraising Committee.

### Responsibilities

1. Assist the Executive Director and Chair of the Fundraising Committee in cultivating and soliciting prospective donors by:

- Identifying and researching prospective individual, corporate and institutional donors, focusing on quality over quantity
- Conducting preliminary screening and rating of prospective donors and compiling them into a pipeline for further qualification
- Assisting in developing a cultivation and solicitation strategy for each donor
- Keeping a schedule of optimal donor and prospective donor interaction, and communicating that schedule regularly to the Executive Director to ensure the solicitation and cultivation strategy is executed
- Ensuring donors are recognized and stewarded according to their wishes and to Camp Quality's policies and practices



- Maintaining records of donor contact and interaction
- Providing written proposals, letters, email copy the content of which is based on the case for support and communications guidelines, as needed
- Executing the donor communication strategy developed for each donor segment in the appropriate channel—from letter mail, to email to face-to-face meetings, pulling in the Executive Director or Fundraising Committee as needed
- Writing reports to foundations, corporations or individual donors as needed

2. Supporting local camp fundraising teams—through Camp Directors— in achieving their budgets by providing:

- Proposals, letter, gift tracking templates
- Timely notice of national office requirements in their region
- Grant writing

3. Working with administration staff and volunteers to:

- Ensure the prompt issuance of tax receipts, with special consideration for regional donors (GiftWorks donor database CRM)
- Ensure the Camp Quality donor database system is maintained
- Issue monthly pipeline and donor activity reports for national fundraising initiatives
- Manage online fundraising activities through Artez, Canada Helps and Benevity, Incorporate online donor information into Camp Quality's database

4. Act as a Camp Quality Ambassador and support the Events Manager as needed

5. Support the Executive Director and Events Manager with fundraising related marketing activities.

### **Competencies, Skills and Qualifications**

- A minimum of 3 years of fundraising experience
- Superior interpersonal and relationship building skills
- Excellent written and verbal communications skills
- Ability to work in a fast paced and results-oriented environment
- Excellent organization, planning and administrative skills
- Good skills in a donor database CRM
- Good skills in MS-Word, MS-Excel and MS-PowerPoint, email, calendar, and web browsers
- CFRE accreditation would be considered an asset

### **To Apply:**

If you would like to apply for this role, please send a cover letter and a current resume listing your qualifications and experience to Jarvis Strong, Executive Director, by Friday March 1<sup>st</sup>, 2019. [jarvis.strong@campquality.org](mailto:jarvis.strong@campquality.org)