



Connecting Students & Volunteers
for Results that Count

Job Description: Donor Relations Coordinator

Donor Relations Coordinator: Full Time • Charlotte, NC
September/October 2019 Start

About the Organization: Heart Math Tutoring (“Heart” or “Heart Tutoring”)

Heart recruits and supports volunteers as tutors in high-poverty elementary schools with a mission of ensuring that all elementary students develop the strong foundation in math and enthusiasm for academics needed for long-term success. Almost sixty percent of economically disadvantaged students in Charlotte are not performing on grade level in math. Volunteer tutors are a powerful resource for addressing this, if given the right tools and support.

The program became a 501c3 nonprofit in July 2014 and supported 1,050 volunteer tutors across 22 school sites in Charlotte, NC in the most recent program year. To date, 98% of Heart students have met program growth goals, and 92% of math teachers report that students show an increase in enthusiasm and/or confidence towards academics as a result of the program. Visit www.hearttutoring.org for more information.

We believe the program model is a good fit for up to 35-40 Charlotte schools and would be effective in other geographies. We are excited to add a new member to the team as the organization enters its next phases!

About the Role: Donor Relations Coordinator

In its first six years of operation, Heart has seen tremendous generosity from the community that has enabled the program to now partner with 23 schools with a \$1.5M operating budget. While 5% – 20% of the budget comes from earned revenue, well over 80% of general operating dollars come from philanthropy, both from volunteer tutors and their organizations and from education-focused donors and foundations.

The Donor Relations Coordinator will work closely with Heart’s Development Director to secure the philanthropy portion of Heart’s budget, which is projected to grow to \$1.8M over the next five years. Heart has detailed processes and plans in place for FYE 6/30/20 and is looking for someone who can support donor relations and special projects primarily related to Heart’s annual fund.

The Donor Relations Coordinator reports to the Development Director, is a member of the Donor Engagement team and works in collaboration with Heart staff and volunteers. Experience in fundraising and relationship management is preferred. The ideal candidate exhibits Heart’s core values, has strong communication skills, and operates with a high level of attention to detail and organization skills. Overall, the Donor Relations Coordinator will contribute positively to Heart’s team and consistently maintain a high bar of excellence.

Under the guidance and supervision of the Development Director, the Donor Relations Coordinator will have primary responsibility for ensuring a successful annual fund campaign including mailings, appeals, reports, and other relevant correspondence.

Key Responsibilities

Donor Relations

- In partnership with the Development Director, create, implement, and evaluate strategies that lead to sound donor prospecting, cultivation, segmenting, acknowledgement, recognition and stewardship.
- With guidance from Development Director, manage and implement strategies for the year end appeal which accounts for ~50% of individual contributions.

- Research and employ best practices in annual fund development to maintain a strong foundation for Heart's stewardship and solicitation efforts.
- Engage and steward a select group of individual donors.
- Manage current systems behind Heart's fund development operations. This includes assisting with research, prospecting, meeting preparation, documentation, database management/reports, and donations processing (acknowledgements).
- This position oversees the donor database and donor acknowledgements, helps establish and implement data-entry policies and procedures to ensure data quality and consistency.
- Enter data, prepare gift acknowledgements, and ensure consistency, quality, and accuracy in Heart's donor records.
- Maintain Heart's database documentation processes of conversations with all stakeholders as well as appropriate data entry for notes/cultivation activities/volunteer solicitor actions/appeals/segmentation, etc.

Special Projects

- Support and/or manage aspects of additional development initiatives including mailings, Stewardship Events, and Ask Events.
- Ensure successful donor events, assuming major responsibility for event logistics and "day of" event management.
- Additional projects relevant to a candidate's unique skills may be assigned.

Volunteer Recruitment

- Actively participate in volunteer recruitment season (May-September), working with team to recruit, retain, and support volunteer tutors.
- Serve as primary account manager for a selected number of organization partners. Set and meet goals for tutor recruitment from those partners.
- Serve as dual account manager for a selected number of organizations. Provide support and backup to your teammates to reach the recruitment goals.
- Leverage volunteers and the organizations they represent in fund development efforts.

General

- Contribute positively to Heart's team, providing leadership and a high bar for excellence.
- Promote Heart's core values and positive culture throughout. Promote a culture of philanthropy and collaboration among functional areas.
- Inspire staff, volunteers and donors to act with urgency to ensure all students develop the strong foundation in math and enthusiasm for academics they need for long-term success.
- Be strategic in your use of time, leveraging volunteers (service enterprise) to accomplish your goals with efficiency and quality.

Key Skills: To be successful in this role, you will need the following skills.

- Experience developing and maintaining strong, respectful and collaborative relationships with donors, co-workers and volunteers
- Strong work ethic and ability to self-motivate, comfortable working with both close direction and on your own
- Ability to communicate effectively about the organization's mission, vision and priorities
- Must be highly organized and possess excellent time management and problem-solving skills. Ability to manage large amounts of information is essential. Attention to detail and accuracy is critical.
- Excellent written communication and analytical skills

- Strong computer skills, including but not limited to Word, Excel, PowerPoint, email and contact management, CRM tools, and file sharing systems
- Ability to use Excel for data analysis and reports

Personality / Interests: Please apply if you share Heart’s values:

- Student-centered – Put students’ interests at the center of all decisions.
- Gratitude – Recognize and express that it is a privilege to partner with schools and to do others’ philanthropic work.
- Growth-Mindset – Willing to reflect, learn, and grow, both individually and with the team, so we can be better equipped to advance Heart’s mission.
- Precision and Professionalism - Believe in the importance of data and attention to detail. Ready to contribute to a high-touch experience for Heart constituents.
- Civic Engagement – Value volunteerism and believes the community collectively has the resources needed to ensure all children have opportunity in their lives.

Knowledge / Experience: The following areas of experience will help a candidate be successful in this role.

- Has worked on successful projects involving attention to details and precise planning
- Demonstrated strength in building and managing donor/customer relations
- Background in fundraising, sales, business development, or marketing/communications

To apply: Submit the following documents to communications@hearttutoring.org, use the subject line, “2019 Donor Relations Coordinator”, and address correspondence to Sally Dudley.

- Resume – standard format including education (GPA), work, and volunteer experience
- Cover letter – standard, 1-page format explaining your interest in the role and why you believe you are a good fit

Anticipated Timeline: Interviews will begin in mid-September.

Compensation: Commensurate with experience

Other: 12 months, Full Time, Charlotte, NC; Reports to Development Director

Commitment to Diversity: Heart Math Tutoring actively engages individuals from all backgrounds. We believe that our differences make our team stronger, and we also know that our students benefit from working with adults from all backgrounds. As an equal opportunity employer, Heart Math Tutoring is committed to providing employment opportunities to all qualified individuals and does not discriminate on the basis of race, color, ethnicity, religion, sex, gender, gender identity and expression, sexual orientation, national origin, disability, age, marital status, veteran status, pregnancy, parental status, genetic information or characteristics, or any other basis prohibited by applicable law.