



JOB TITLE: Development Associate
TEAM: Development
REPORTS TO: Director of Philanthropy
FLSA STATUS: Non-Exempt
LOCATION: Richmond, VA
DATE: May 2019

JOB SUMMARY

The ACLU-VA Development Associate supports the organization's philanthropic goals to raise our operating revenue and invest our network of staff, board, members and supporters in our mission and impact. The Associate provides essential support to the Director of Philanthropy and the rest of the Development team, guaranteeing all development data is accurate so that the team can use it to inform strategy and track progress; performing research and data analysis on donors and prospects to expand our base of support; providing excellent communications to inspire donors about our work; and maintaining efficient systems to enable the team to effectively manage donor relationships, activities, and communications.

RESPONSIBILITIES

General Donor & Development Support

- Assist the Director of Philanthropy in developing and implementing an annual comprehensive fundraising strategy that includes prospects, individual donors, and foundations;
- Assist the Director of Philanthropy with scheduling donor meetings for the Director, the Executive Director, other affiliate staff and board members;
- Aid in stewarding a portfolio of donors through in-person, soft-ask meetings when appropriate;
- Provide superior customer service to current and potential donors, supporters and members, responding to inquiries related to giving and other ACLU-VA engagement opportunities;
- Work with National ACLU to conduct research and create reports on potential donors to add to our prospect list, specifically looking for evidence of mission alignment, capacity to contribute and existing connections we can leverage;
- Conduct research on existing donors to identify motivations and barriers to deepen their connection to our work;
- Participate in development team donor strategy sessions and coordinate next steps for stewardship of and communication with donors;
- Coordinate fundraising and cultivation events. Manage invitations, food, and other logistics of the event; work with programmatic teams to ensure other events incorporate a donor perspective;
- Help draft funding proposals for individuals and foundations, where appropriate, track and meet any submission reporting deadlines;
- Track all solicitor and donor communication, progress and commitments, maintain up-to-date donor records, and provide team with progress to goal and benchmark information;
- Assist Director of Philanthropy with creating a culture of philanthropy for staff and board. Create and maintain an internal communications system that encourages staff learning and transparency around development work;

- Utilize a donor-centric approach whenever possible and demonstrate a willingness to encourage this in others; and
- Remain up to date on best practices for fundraising efforts, guidelines, and procedures used in the nonprofit sector to guide and inform the organization's development strategic goals.

Donor Communications

- Work with program teams to translate programmatic updates into donor-centric communications; produce high quality written donor communications that maximize fundraising opportunities by drafting, proofreading and editing direct mail solicitations, acknowledgement letters, email updates, website content, and personalized donor cultivation materials;
- Support the organizational editorial calendar in collaboration with the communications team and work to help produce the annual report and other donor-centric collateral; and
- Prepare tailored print and supplemental materials for solicitor meetings that collect and synthesize relevant stories, testimonials, and data that reinforces the impact of philanthropy.

Database Management

- Oversee the gift and pledge processing, gift tracking, and gift acknowledgement processes for member and donor support;
- Serve as the primary development liaison with the operations team to verify the integrity and accuracy of gift information shared between the donor database and general ledger through regular audits and reconciling discrepancies and errors with National organization;
- Maintain a comprehensive database and hold primary responsibility for the accuracy and integrity of all donor information; ensuring accountability and consistency while sharing data with the National ACLU;
- Manage all data reporting structures and systems; create queries and produce database reports including donor listings, contact record reports, financial reports, prospect management reports and overall gift analyses. Prepare regular donor recognition and mailing lists;
- Prepare regular reports and compelling visualizations for board and staff; and
- Utilize the business intelligence tools to perform analysis on development performance and trends; use data to help inform development planning and decision making.

MINIMUM REQUIREMENTS

- Proficiency with office technology and information systems, including online communications and tools, word processing, and CRM software.
- Commitment to maintaining strong donor relations, confidentiality, and accurate records.
- A commitment to the mission and values of the ACLU of Virginia, and to racial justice and civil rights issues and an understanding that these issues are central to overall protection of civil liberties.
- A commitment to diversity, equity and inclusion, to refrain from unlawful discrimination and to comply fully with all applicable laws; a personal approach that values the individual and respects differences of race, ethnicity and national origin, age, gender, sexual orientation, gender identity,

religion, ability and socio-economic circumstance, and able to work with diverse individuals within the organization and broader community.

- Willingness and availability to work occasional evenings, weekends, and/or overtime as necessary.
- Willingness to travel throughout Virginia, and occasionally to other states for conferences and training.

ESSENTIAL SKILLS & ABILITIES

- Impeccable organizational skills and attention to detail. Ability to manage multiple moving parts and priorities, minimize errors, and learn quickly from mistakes.
- Ability to set priorities and meet deadlines on concurrent projects in a fast-paced, occasionally stressful environment.
- Ability to manage up and help the Development team adhere to deadlines and meet goals.
- Ability to track project timelines and phases.
- Ability to communicate quickly and effectively and possess the ability to differentiate communication methods and styles to appeal and engage diverse staff, board members, and members of the public.
- Possess excellent written communication skills and the ability to draft compelling email, proposal, grant, and other types of funding requests.
- Excellent active listening skills.
- Strong interpersonal skills and the ability to represent the organization to the public as well as interface with all levels of donors, staff, and volunteers.
- Ability to take initiative to identify areas for improvement and initiate creative problem-solving tactics.
- Ability to analyze past, current, and hypothetical circumstances to generate creative solutions.
- Ability to think strategically and analytically with a desire to take on complex and detail-oriented projects while simultaneously understanding the larger picture and the Development team's role in the work of the whole ACLU-VA.
- Ability to work successfully as a team member as well as independently.
- Physical ability to set-up, staff, and clean-up from meetings and events, including moving chairs and tables, and carrying boxes and equipment up to 25 pounds.

DESIRABLE EXPERIENCE, SKILLS & ABILITIES

- Ability to drive to locations across the Commonwealth of Virginia.
- Prior experience in nonprofits, foundation, and/or funder sector.
- Belief that philanthropy and fund development are critical to strong organizational health and the ability to encourage a culture of philanthropy that promotes this idea in the affiliate.
- One or more years of experience with databases, preferably in the development department of a non-profit organization.

EQUIPMENT USED

- Computer, phone, copier, scanner, fax, postage machine

Approved by: _____ Date: _____

Accepted by: _____ Date: _____

DISCLAIMER: Nothing in this job description restricts the Executive Director's right to assign other duties or responsibilities to this job at any time.

The ACLU of Virginia is an equal opportunity employer. We value a diverse workforce and an inclusive culture. The ACLU of Virginia encourages applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity and expression, age, national origin, marital status, citizenship, disability, and veteran status and commits to comply with all applicable equal opportunity and nondiscrimination laws and to refrain from unlawful discrimination.