



Position: Donor Advisor

Location: Whitchurch-Stouffville, Ontario

Status: Permanent Full-Time

Reports to: Director of Development

We are Trails Youth Initiatives, established in 1992 as a haven for youth from the GTA who encounter barriers to success. Our mission is to challenge and equip vulnerable youth to become contributing members of society. We offer a successful outdoor program to help them develop life skills and build their confidence. Our vision is to break the cycle of poverty by teaching practical skills, fostering a sense of community, developing emotional intelligence and facilitating academic performance. We forge lasting connections as each graduate becomes a branch on our family tree.

Reporting to the Director of Development, the Donor Advisor will work closely with the Development team to achieve its fundraising targets, with a core focus **on major individual donors, marketing and events.**

They will identify, cultivate and lead a portfolio of long-term major funders and build a robust individual giving program. The successful candidate will create and implement comprehensive and innovative stewardship plans for stakeholder support, ensuring appropriate partnership recognition and acknowledgement is in place.

The Donor Advisor is also responsible for the creation and implementation of a successful marketing and communications and event strategy plan and materials. A dedicated motivator, the successful candidate will channel the *Trails* story into compelling stakeholder supported projects.

Individual and Major Gift Fundraising:

- Work in partnership with the development team to facilitate fundraising, more than \$1.5 million per annum
- Develop and implement a comprehensive plan for identifying, cultivating, soliciting, and stewarding a donor portfolio of between 50 to 80 prospects and donors
- Make face-to-face visits for the purposes of discovery, cultivation and solicitation with prospects capable of giving and sponsoring \$10,000+ per year
- Analyze lapsed and new donors for capacity and propensity to resume or increase contributions and engagement, leverage understanding of donors' interests, motivations and giving patterns
- Ensure that appropriate recognition, acknowledgement and stewardship is provided to partners (donors and other related partnerships such as in-kind support and program partners)
- Lead Annual Campaign and individual giving strategy
- Lead the development of a new Legacy and Planned Giving program



Events and Communications:

- Support fundraising events to engage individual donors
- Create content, and produce marketing and fundraising communications tools and collateral, including digital media, social media, website, digital marketing and direct mail
- Generate processes and materials for presentation to community and donors
- Oversee local community event engagement plan for events where *Trails* can have a presence (working with advancement and program staff on joint initiatives)
- Support or coordinate the fundraising components of events, such as auctions, team fundraising or sponsor recognition
- Attend and present at conferences, resource fairs and other events as directed
- Enlist new third-party events and provide support to third party fundraising events as required

Recognition and Confidentiality:

- Ensure adherence to *Trails* donor recognition policies and brand standards including receipting, thank you cards and public recognition within prescribed timelines
- Maintain donor contact through calls, correspondence and personalized gift acknowledgement letters; record contact in SalesForce
- Protect and maintain the accuracy and confidentiality of all donor files
- Ensure all initiatives and activities are consistent with *Trails* mission, vision and values, and adhere to CRA guidelines, Financial Controls, Code of Ethics of the AFP and Imagine Canada Ethical Code

Administration Duties:

- Contribute to or produce weekly reports to monitor strategies, objectives and timelines
- Observe and support all fundraising tasks and notes in SalesForce
- Monitor fund development trends, issues and regulatory requirements
- Provide support to the development of annual fundraising budget
- Adhere to the annual operating and capital expenditure budgets
- Understand and implement proper fiscal controls

People:

- Be a support to co-workers, volunteers and stakeholders; assist co-workers with their responsibilities in their absence as required
- Foster healthy internal communication and engagement practices
- Contribute to a positive and dynamic working culture congruent with *Trails* values
- Recruit, support and/or supervise volunteers as required
- Participate in and/or chair meetings as required



Qualifications and Requirements

- University degree in marketing, communications or related field and post-graduate fundraising degree/diploma or equivalent combination of education, training and expertise
- At least 2 years' experience in fundraising, event administration and donor engagement in sizable not-for-profit organization
- Experience working with social media platforms for business purposes
- Excellent computer skills, including working knowledge of Salesforce and Mailchimp
- Understanding of principles and trends related to donor stewardship and fundraising standards and ethics
- Outstanding interpersonal and communication skills
- Strong time management skills and keen attention to detail
- Pleasant telephone manner and strong sense of etiquette
- Ability to write and edit effectively in English, Track record of success in:
 - Working effectively in team environment
 - Writing compelling web and blog content, with proficiency in grammar and content verification
 - Establishing donor relationships and fostering engagement
 - Maintaining confidentiality of donor information
 - Organizing top-notch events
- Ability to connect with people from all backgrounds and varying degrees of experience
- Ability to switch tasks, respond to shifting priorities and refocus after interruptions
- Valid Ontario 'G' driver's license free of serious offenses under *Highway Traffic Act*
- Willingness to work outside of regular business hours as needed

Profile

- Sincere interest in helping youth
- Service-beyond-duty mindset
- Persistent and proactive
- Unfazed under pressure
- Intellectually curious

Note: as the Charity grows and legal requirements as well as our participants' needs change, management may change tasks assigned to this role accordingly.