



## Fundraising Assistant

(Fundraising Development Team)

**Organization:** Trails Youth Initiatives

**Location:** Stouffville, Ontario (remote but must be able to attend in-person meetings and events at Trails and within the GTA)

**Employment type:** Full-time, remote; maternity leave contract with possibility of extension: July 2024–January 2026 (18 months)

**Hiring Range:** \$40 000 – \$50 000 annual salary

**Hours:** Work days are flexible, mainly 8 am–4 pm working remotely. Willingness to work outside of regular business hours as needed for events

**Applications due:** May 31, 2024

### Who Are We?

Trails Youth Initiatives is a charity and private school that provides a long-term program for vulnerable youth. We foster community, emotional intelligence, and self-knowledge through outdoor experiential education. We augment students' traditional schooling with intentional community-building, conscious challenge, and lifelong support to position them for success.

### About the Position

Reporting to the Director of Development, the Fundraising Assistant plays a crucial role in providing comprehensive administrative support for the Development Team activities. Tasks include gift processing and data entry, gift acknowledgment and recognition, report generation, fundraising and community event support, and social media support. The successful candidate will be capable of managing multiple priorities, with strong administrative, multi-tasking, and writing skills. Trails has a \$2.2M annual budget with a 3000-person donor base and the Development Team works together to raise funds through diverse revenue streams, including events and donations from corporations, foundations, and individuals.



## **Key Responsibilities**

### *General Development Team Support*

- Administer and offer clerical support to the Development Team, ensuring the success of various events, campaigns, and activities.
- Assist with fundraising events and campaigns, including planning, preparation, execution, and post-event follow-up.
- Deliver comprehensive administrative support to volunteer committee members involved in events (ie. annual signature spring fundraiser Get Outside Challenge)
- Attend meetings, take notes, and ensure timely completion of action items and follow-ups.
- Adhere to all fundraising policies and procedures established by Trails Youth Initiatives
- Provide administrative support and email/mail list preparation for the Annual Report, Impact Report, quarterly newsletter, Thanksgiving Cards, and other publications
- Accurately process gifts, capturing donor intent and understanding various gift types.
- Identifying and completing stewardship touchpoints, generating acknowledgment letters, thank you cards, and emails, and coordinating with the team for special letters.
- Grant writing support, including researching prospective foundations and corporations and preparing questionnaires for Grant Writer

### *Database Support*

- Maintain accurate constituent records in Salesforce, ensuring compliance with charity standards and confidentiality of donor and volunteer sensitive information.
- Liaise with outside contractors as needed, including Salesforce consultants and Crowd Change support
- Generate reports, manage lists, and coordinate mailings/communications using Salesforce, Mailchimp, Crowd Change and Canada Helps on a weekly/monthly basis
- Assist the Development Team with data cleaning projects, such as address updates and duplicate record cleanup



### *Social Media Support*

- Liaise with social media content creator to manage the scheduling of posts and oversee the approval process
- Attend quarterly meetings to discuss social media performance and future plans
- Provide comprehensive social media statistics reports

### **Qualifications and Requirements**

- A university or college degree in a related field, including Fundraising Management, Business Administration, Marketing, Public Relations, Event Planning or Management, and Communications
- Exceptional integrity and ethical standards, with the ability to handle sensitive and confidential information responsibly
- Strong experience working with donor management systems (Salesforce) and email marketing tools (MailChimp)
- Experience with using social media platforms, specifically Meta (IG, FB) and LinkedIn, as communication tools for fundraising
- Proficient in the use of Gmail and G-Suite products
- Experience working for a non-profit or charitable organization
- Excellent oral and written communication skills, including strong attention to detail
- Strong interpersonal skills with a customer/donor-focused approach and tact, sensitivity, and diplomacy

We are mindful of the value of varied experience beyond the technical requirements of a job. If your experience is close to fulfilling the criteria, please consider applying.

We thank all applicants in advance for their interest. Only those selected for an interview will be contacted. **Please submit your cover letter and resume** to [whitney@trails.ca](mailto:whitney@trails.ca). To learn more, please visit our website [www.trails.ca](http://www.trails.ca)