



Annual Giving Coordinator (Direct Mail/Social Media/Event Fundraising) Village Community Resource Center

Employment Type: This is a flexible full or part-time, at-will, non-exempt position. Occasional weekends and evenings will be required. Compensation is between \$25.00/hour and \$28.00/hr. depending on experience. Includes paid time off and benefits for full-time. Reports to the Director of Advancement.

Position Summary: We are seeking an energetic, responsible team member to fill the professional entry-level position of Annual Giving Coordinator. The position provides an opportunity to work closely with the Advancement team on diverse fundraising initiatives, including but not limited to direct mail/phone appeals, social media appeals, agency sponsored events and third-party events. Candidates should subscribe to the mission and values of Village Community Resource Center and wish to seek opportunities to work with people of diverse backgrounds.

About Village Community Resource Center

Village Community Resource Center (VCRC), located in Brentwood, California is a community-based organization that serves struggling families in Far East Contra Costa County. The mission of VCRC is to provide information, support, and coordination of resources to empower and improve the quality of life of disadvantaged children and their families in a culturally sensitive environment. VCRC does not discriminate because of age, race, gender, national origin, ethnicity, residential status, veteran status, sexual orientation or disability. VCRC works with children and families on challenges teaching them to be responsible for choices, live with integrity and honesty, become self-sufficient and educated citizens with the hope of nurturing lifelong learners. We strengthen our community by providing prevention-based education, health, and social service programs. Our new business plan strives to empower disadvantaged families by focusing our organizational strengths and increasing collaborations with other organizations so that together we may create a safety-net of support. Toddlers, who benefit from early childhood programming, receive continued support during their elementary school years through literacy intervention and homework assistance programs. Through the addition of case management services, financial coaching, and parent support group; parents will work toward realizing their full potential, increase the financial security of their family, encourage the academic success of their children, and develop healthy and supportive relationships at home and in the community.

Specific Requirements Include:

- Competency in Microsoft Office and/or Google Suite, CRMs, fundraising software
- 2+ years of experience in sales, event planning, fundraising, preferably in a nonprofit environment
- Bachelor's degree preferred; Associates degree or commensurate experience required
- Must have a valid California Driver's License
- Must clear Live Scan Fingerprinting process
- **Physical Requirements/work environment:**
 - Must be able to lift 15 lbs.
 - Must be able to stand for at least 1 hour
 - Must be able to sit at computer workstation for long time periods

Essential Duties and Responsibilities:

- With Director of Advancement, develops goals and budget for Annual Giving and specific initiatives/events
- Compile and analyze data regarding program outcomes including giving totals for various giving levels, average gift size, % increased giving, % lapsed giving, cost of raising a dollar (CRD)
- Prepares reports on all annual giving activity
- Coordinates direct mail, social media initiatives and fundraising/recognition events
- Maintains segmented donor database
- Develops a donor acquisition program; as well as renewal and upgrade campaigns

- Drafts solicitation appeal and other development-related material for individual donors
- Works with agency volunteers
- Works with others in Advancement in terms of Grant/Contracts; Major Gift Fundraising; Gift Processing, Donor Recognition and Stewardship. Assists in special cultivation events, ie. peer-peer; salon style gatherings
- Maintains communication with donors with regular press releases, newsletter, and social media updates
- Ensures proper donor recognition and stewardship. Coordinates appropriate actions and people for thanking donors
- Communicates VCRC's mission, goals, and impact to internal and external stakeholders
- Speaks to various groups regarding VCRC programs, volunteer opportunities and methods of support
 - Develop and maintain relationships with interested parties
- Nurtures current partnerships and forge new relationships with community partners
- Builds local fundraising infrastructures and raise local funds
 - Work closely with the ED and Director of Advancement to lead fundraising initiatives and campaigns. Supports in the identification of major gift prospects from among annual donor base
- Provides gracious and effective communication: Both spoken (answering main phone line, retrieving voicemails, communicating with donors, board of directors, staff, volunteers, vendors, and partners) and written to all constituents (correspondence, newsletter articles and reports)

Minimum Knowledge and Skill Requirements:

- Excellent oral and written communication skills
- Ability to work in a fast-paced environment, managing multiple projects on parallel and competing deadlines
- Ability to multi-task and demonstration of good follow through skills
- Strong ability to follow systems and procedures
- Experience planning, organizing and supervising projects from start to completion
- Demonstrated organizational skills- especially a strong attention to detail
- Customer Service experience- must be extremely professional and able to resolve all minor conflicts
- Proven ability to maintain professional boundaries and client confidentiality
- Ability to work with families of varying cultural, social, and economic backgrounds
- Ability to enter data, maintain records, and prepare reports and correspondence related to the work
- Ability to maintain a positive attitude and a sense of humor
- Personal qualities of integrity, credibility, maturity, confidence and commitment

Desired Skills:

- Marketing/communication/sales/fundraising experience
- Previous success raising funds, developing, and maintaining relationships with donors or volunteers
- Previous experience with databases
- Ability to use computer software such as CRMs
- Proficiency in Spanish

This job description intends to outline the general nature and level of work being performed by the person assigned to this job. It is not intended to include all duties and responsibilities. Because of a need to remain responsive to the needs of our clients and our agency's operations, responsibilities may be modified at any time.

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