

CANADIAN TREES FOR LIFE MAJOR GIFTS & FUNDRAISING SPECIALIST JOB DESCRIPTION

Location: Based out of Milton, ON, but with the ability to work remotely

Effective: September 1st, 2022

Website: www.treesforlife.ca

Employment Type: Full-Time (1-year term with option to renew annually)

About Trees for Life:

Trees for Life is a national charity committed to supporting, mobilizing, and inspiring tree-planting efforts across Canada. Trees for Life will provide Canadian tree-planting organizations with the tools, resources, and networks to enable them to grow existing tree-planting initiatives, implement new ones, and educate members of their communities about the value of trees. We provide tree-planting organizations with partner outreach and advocacy, funding and fundraising tools, access to materials and resources, and education.

Position Summary:

The Major Gifts & Fundraising Specialist will report to the Executive Director, and in the absence of an Executive Director, to the President of the Board, and will provide direction to the Campaign Coordinator and collaborate with a multitude of partners. This position will be responsible for creating and maintaining relationships with both established and prospective donors and other stakeholders. The primary goals are to spearhead efforts to raise the necessary funds needed to increase the number of trees planted and continue helping to build meaningful partnerships.

Responsibilities:

Develop and act as lead on a specific roster of major gift donors and prospects of approximately, as well as the development and oversight of overall donor strategy at all levels, with a goal of at least \$1M annually raised annually.

Specific tasks include:

- Develop and execute annual strategic plans for all fundraising activities
- Identify new prospects and determine strategies for each
- Prepare funding applications
- Provide budget input and analysis with regard to fundraising
- Steward and retain existing donors
- Prepare impact reports for donors
- Advise and support Board members, Executive Director on necessary fundraising actions
- Provide counsel and advice to the Campaign Coordinator on donation processing: coordinating thank you letters, tracking gifts and regular reporting
- Work with the team to provide additional input (as required) on the creation and updating of promotional materials, including pitch materials, advertising, editorials, website/social media content, monthly e-newsletters and more

Qualifications:

- Post-secondary education in fundraising, business, communications or related field
- Minimum of 5 years relevant experience required
- Strong verbal and written communications skills
- Strong computer skills and proficiency in Microsoft Office programs
- Access to a vehicle, a valid driver's license and the ability to travel locally is required.

Compensation:

\$75,000-\$100,000/year (Reflective of experience) with the ability to bill as a contractor or consultant.