



COLORADO STATE UNIVERSITY PUEBLO Foundation

Digital Donor Engagement Coordinator Colorado State University Pueblo Foundation Pueblo, CO

The Colorado State University Pueblo Foundation supports CSU Pueblo in its private fundraising and charitable efforts for the purpose of supplementing and enhancing university programs, activities, and educational opportunities.

SUMMARY

The digital donor engagement coordinator supports the core values of the CSU Pueblo Foundation and assures quality services to all university and foundation constituents. This position manages relationships with current and prospective donors. The digital donor engagement coordinator is expected to identify, qualify, cultivate, solicit and steward donors and alumni of CSU Pueblo.

REPORTING STRUCTURE

The digital donor engagement coordinator reports to the president/CEO of the CSU Pueblo Foundation or his designee. She/he interfaces with campus departments and external university constituencies and works closely with Foundation development and operations staff, and board members.

PRIMARY JOB DUTIES

Donor Engagement/Development

- Implement and manage a multi-channel donation engagement, retention and solicitation program to reach a broad base of potential and active donors.
- Work with university and foundation colleagues, including alumni association and athletic department, to refer potential major gift leads and collaboratively outline strategic next steps.
- Share updates to biographical data and communications preferences learned through outreach with foundation, university, athletics and alumni association colleagues to strengthen quality of data in Raisers Edge database.
- Develop, manage and promote CSU Pueblo President's Club to current and prospective members. Promote and administer President's Club memberships and Leadership Circle of Donors achievement and create Young President's Club membership level.
- Assist Director of Communication and Events with annual fund mailer campaigns. Track annual fund success through metrics and analyze data to increase impact.
- Attend university, Pueblo community and state-wide events on behalf of the CSU Pueblo Foundation.

Cultivation and Engagement

- Actively engage and build relationships with a portfolio of current, past and potential donors.
- Proactively monitor social media and volunteer engagement to identify and launch initiatives that drive donations.
- Leverage technology including social media platforms, text messaging, web platforms and virtual communication tools to build relationships with constituents.

Fundraising

- Execute daily outbound touchpoints via digital platforms, mail, phone and virtual meetings.
- Execute weekly solicitations via digital platforms, mail, phone and virtual meetings \geq \$5,000.
- Develop donor retention plan with annual fund and anniversary gift reminders.

Donor Relations

- Serve as a “gift concierge,” helping share impact stories and steward current leadership donors.
- Communicate with donors through Birthday cards, newspaper articles, new positions, etc. via social media platforms, ThankView, etc.
- Make recommendations for new uses of platforms for donor cultivation, solicitation and stewardship to consistently thank our donors and highlight impact stories.

Crowdfunding

- Implement and oversee a foundation-driven crowdfunding program that will allow for student, alumni, and faculty/staff groups to host approved giving campaigns that will benefit on-campus initiatives, affinity programming and scholarships.
- Collaborate with and support foundation and university alumni and athletic departments on specific department crowdfunding initiatives.

#LoveCSUPueblo Give Day:

- Lead the planning and execution of #LoveCSUPueblo Give Day. Build relationships with university and campus constituencies to grow event revenue and visibility. Manage Give Day campaigns and ambassadors. Oversee recruiting, training and managing Give Day volunteers. Work collaboratively with Director of Communications, Events and Annual Giving to maximize Give Day visibility.

Qualifications:

The successful candidate will be an individual who believes in the mission of Colorado State University Pueblo and Colorado State University Pueblo Foundation, willing to establish communication with current and new donors, is results- and people-oriented, and possesses a strong work ethic and superb attention to detail. The candidate will also have proven communication skills with an ability to write and speak persuasively about the role of educational philanthropy. Some night and weekend work is required. Must be willing to travel.

Required:

- Bachelor's Degree in mass communications, business or closely related field
- Excellent verbal and written communication skills
- Demonstrated leadership skills and the ability to work in fast-paced environment
- Self-starter and able to manage projects independently
- Ability to work with diverse populations
- Demonstrated proficiency in Microsoft Word, Excel and PowerPoint
- Ability to track program progress and adhere to deadlines

Preferred:

- Ability to build new relationships and enhance established relationships with donors and constituents
- Demonstrated ability to cultivate, solicit and steward gifts of \$500 - \$5,000
- Development of move management processes in donor cultivation cycle
- Knowledge of planned giving techniques and vehicles
- Knowledge and experience in Raisers Edge and crowdfunding platforms
- Demonstrated success with grassroots and/or education fundraising programs

Salary

\$45,000 – \$50,000 commensurate of experience. Benefits to include, health, dental and eye insurance; monthly cellphone stipend; \$25,000 life insurance policy, 4.9% 401k retirement benefit; and an annual technology/wellness stipend of up to \$600.

To Apply

To apply, email cover letter, your resume and three professional references to:
amber.shiple@csupueblo.edu

CSU Pueblo Foundation
Attn: Amber Shipley
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