

DEVELOPMENT VISTA

Location: College Possible Site

Assignment Area: External Relations

GOALS:

Build a strong and sustainable donor base to ensure the increased scale and reach, growth, and sustainability of College Possible. Develop and execute fundraising infrastructure in the local site office and increase capacity to obtain sustainable donations.

SERVICE ACTIVITIES:

Bring College Possible site level Raiser's Edge database use into compliance with developing organizational procedures.

- + Evaluate the site's current use of database and adjust to organization-wide data standards.
- + Add and update constituent records.
- + Develop and review data queries for use in constituent giving and relationship analysis.

Develop a foundation of sustainable individual donors to College Possible.

- + Assist in building tailored cultivation strategies for individual prospects through research of potential local donors
- + Generate catalog of new highly probable donor prospects through research.
- + Build plan for local stewardship strategy to increase current donors' giving levels.

Build a solid base of local institutional funders through detailed prospect research.

- + Create and implement ranking system for new and current institutional prospects through research and evaluation.
- + Conduct relationship mapping for current funders and prospects in order to solicit new potential donors and secure additional donations.
- + Support in the development of a site-level grants strategy and calendar; build annual grants calendar into Raiser's Edge database.

Increase funding to College Possible by creating templates for, and drafting grant applications and reports to prospective and current donors.

- + Evaluate and edit common grant materials to reflect College Possible's local results, demographics, and local need.
- + Produce and monitor grants calendar using Raiser's Edge database queries.
- + Draft and submit proposals and reports in a timely manner

Increase the number of in-kind donations through an in-kind strategic plan.

- + Generate local list of prospective in-kind donors and a local wish list; update organization-wide database of prospects, working with the national office VISTA.
- + Draft in-kind solicitation letters and send letters as needed.
- + Follow up and build relationships with local prospects as needed to secure donations.



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