

Part-time fundraiser at CiviCRM

Overview

CiviCRM LLC, is looking to hire a part-time fundraiser. The role will primarily focus on raising funds from our community of thousands of users and hundreds of service providers around the world. The broad aim is to assist us in transitioning CiviCRM to a community that is self-sufficient and funded primarily from within the ecosystem.

The post will initially focus on the newly launched user membership program and recently launched partner program. The role may expand to include other initiatives and approaches to fundraising over time.

Both the membership program and partner program are designed to be mutually beneficial, generating financial support for CiviCRM and providing benefits to members and partners respectively. You can read more about both of these programs here:

<https://civicrm.org/civicrm-blog-categories/sustainability>

In broad terms, the fundraiser will deliver the following:

- Publicise the membership and partner programs to the CiviCRM community using a variety different communication methods (website content, mass emails, newsletters, social media etc.);
- Communicate individually with prospective organisations, answering any questions they have and encouraging them to become members/partners;
- Communicate individually with current members and partners, ensuring that they are getting the most of the programs, whether they plan to renew their contribution to the platform next year, etc.;
- Refine and improve both programs based on feedback from members and partners so they better meet their needs and are attractive to them;
- Evaluate the success of both the member program and the partner program; and
- Compile feedback from members, partners and the wider CiviCRM community which can be used to inform other fundraising initiatives.

This is an opportunity to play a key role in advancing a world class open-source CRM used by many thousands of mission-based organizations around the world.

Responsibilities

On a day to day basis, the fundraiser's responsibilities will include (but not be restricted to) the following:

- Publicise the member and partner programs: develop language for the blog, newsletters, meetups, and presentations; manage partner and member web pages that promote the programs and recognise CiviCRM partners and members.
- Identify and solicit prospective members and partners: draft and send email appeals that speak to the benefits of becoming members and partners, e.g. that joining the member program strengthens the platform they use, provides their staff with training resources, and helps them engage the CiviCRM community to help at their organizations.
- Engage prospective CiviCRM members: after an organization registers as a new CiviCRM user, send email welcoming them to the community and asking if they might benefit by becoming a member.
- Track memberships: use CiviCRM effectively to keep track of member and partner organizations, as well as which organizations and companies you have spoken with about the member and partner programs and any responses they shared to your questions.
- Ensure delivery of member and partner benefits: e.g. plan and coordinate quarterly webinars on topics related to using CiviCRM and post the webinar as an event at civicrm.org.
- Check in with current partners and members: communicate with partners and members to ask whether they have benefited by participating in the program, what we can do to help, etc.
- Refine and improve both programs based on feedback from members and partners, so that benefits better meet their needs and are attractive to them.
- Run renewal campaigns: communicate with members and partners, asking that they renew their contribution to the platform at the beginning of each year, and following up with those that do not respond to initial emails, etc.
- Monitor and evaluate results of the programs: track membership numbers, benefits usage, feedback from users, and retention rates;

track time spent drafting emails, communicating with nonprofit staff, and fulfilling member benefits.

The CiviCRM project is fast moving and constantly evolving. As a consequence, you will be responsible for staying on top of the most effective strategy for raising funds to support the project.

Qualifications

- Availability to dedicate 20 hours a week to this position and call in to weekly meetings with the Community Manager and core team members;
- At least one year working at a nonprofit and communicating with constituents, either in a fundraising or community management role;
- Understanding of the processes inside an organization by which software budgets get approved by executive directors and boards;
- Experience working with fundraising and CRM technology (preferably CiviCRM!); and
- Ideally, experience seeing CiviCRM benefit the work of an organization you care about.

Working arrangements

The post is initially for a 6-month period on a contract basis, though this may be extended based on our experiences during the first six months.

CiviCRM is a global community with no central office. The fundraiser will work remotely, communicating primarily by email, skype, google hangouts, and so on. The CiviCRM core team consists of 8 full time posts, most of which are technical in nature. The fundraiser will work closely with the community manager and report to the project lead.

We have two main conferences per year (one in North America and one in Europe), and the fundraiser may be required to attend one or both of these conferences.

Compensation is commensurate with experience.

This is a contract position. We expect you to take care of abiding by employment law, etc. for the country in which you reside.

How to Apply

Submit a resume and cover letter to michael@civcrm.org by 29 June 2014.