

Title: **Development Officer – Annual Campaign Coordinator**
Location: New York
Status: Full Time Non-exempt
Reports to: Assistant Director of Development



Role Description:

The Development Officer – Annual Campaign Coordinator will be a key member of the Development Department for All Stars Project of New York. The Annual Campaign is our broadest fundraising campaign in NY, touching 1,000 supporters annually in person and via mail, email, phone and social media. This person will be the frontline coordinator of our complex donor outreach components of this campaign – including the messaging for phone outreach, mailings, emails, as well as special events designed to give donors experiences in the All Stars youth development programs and opportunities to interact with our youth. The Development Officer will be a direct solicitor developing the All Stars Project's grassroots base of individual donors, with a focus on donors at the \$50-\$2,500 level.

This person will produce cultivation events in partnership with other members on our team, which introduce and involve supporters with All Stars programs and youth. They will also play a leadership role in the All Stars Project social media operations. This person will produce other communications and department projects as needed. The Annual Campaign Officer will report to the Assistant Director of Development, ASP of NY.

Job Responsibilities

- Coordinate a campaign raising \$700,000+ annually.
- Produce mailings, emails, and phone campaigns for the Annual Campaign.
- Produce and organize special events: including cocktail receptions, All Stars Talent Show visits, and hands-on volunteer days for supporters.
- Manage a portfolio of 75-100 donors. Design and implement cultivation and solicitation activities, focusing on bringing people to the President's Committee \$1,000 giving level, and cultivating supporters who contribute at the \$50-\$1,500 level.
- Participate in phone shifts during peak fundraising seasons (including some weeknights and Saturday mornings).
- Provide leadership for the All Stars Project social media team in organizing and producing content for New York and ASP cities nationwide.
- Lead the All Stars Project recurring giving program and our holiday friend-of-friend email campaign.
- Help improve donor relationships and retention rates of the All Stars through producing key elements of our retention strategy plan.
- Complete writing projects as needed, including helping develop branding, messaging, and communications for Annual Campaign and special events.
- Complete additional tasks as assigned by the Director of Development and NY Assistant Director of Development.

Qualifications

- 1-3 years of fundraising experience required.
- A working understanding of Annual Campaigns.
- Strong verbal and written communication skills.
- Experience in Raiser's Edge and MailChimp preferred.



- Strong leadership and relationship-building skills
- Proven capacity in planning, prioritizing, and organizing multiple tasks in a diversified workload.
- Flexibility in schedule. Evenings and weekends are required for phone shifts, special events or other activities during peak season.
- Comfortable working in a fast-paced entrepreneurial environment.
- Understanding of poverty-related issues and a commitment to creating educational and developmental opportunities for inner-city youth in outside of school contexts.

About All Stars

The All Stars Project transforms the lives of youth and poor communities using the developmental power of performance, in partnership with caring adults. All Stars is a fast-paced and entrepreneurial national nonprofit organization. Founded 38 years ago, we now reach over 20,000 inner-city youth and their families in innovative, free programs in six cities each year. All Stars raises \$10 million in private funding each year from more than 4,000 individual, corporate and foundation supporters. We have a unique grassroots and relationship-oriented approach and model to fundraising.

To Apply:

Please submit a resume, cover letter, and minimum salary requirements to jobs@allstars.org. Please indicate "Development Officer – Annual Campaign Coordinator" in the subject line for fastest consideration.