



FUNDRAISING EVENTS COORDINATOR

Permanent Full-Time

Role Description

Reporting to the Manager, Fundraising Events, the **Fundraising Events Coordinator** will be responsible for supporting the execution of all third-party community and signature events across the province of Ontario. They will assist with recruitment, retention and stewardship of volunteers, community event coordinators, sponsors, and supporters, focusing on meeting fundraising targets and excellent community relations. This individual will also support the coordination of logistics and manage relationships with event organizers and participants.

The ideal candidate is proactive and flexible with 2+ years' experience in special event planning or project management. They are a natural relationship builder and love to create exceptional end-to-end event experiences.

Work Environment

Due to COVID-19 Guidelines, this is a hybrid role with in-office requirements on an ad-hoc needs basis. We are closely monitoring the evolving situation and the working environment may change in the future.

What You Will Do:

Recruitment/Revenue

- Assist the team to meet or exceed the overall event revenue targets for all community events across Ontario
- Recruit, retain and manage critical relationships (event organizers, participants, volunteers, sponsors, donors, and vendors)
- Evaluate and improve program operations and delivery and analyze event data, including participation, revenue, cost of fundraising, etc.
- Oversee the community event budgets, providing regular financial reports
- Identify/ research new event and partnership opportunities within the community
- Implement and execute recruitment strategies for new event organizers and supporters
- Train the Community Lead's on Community Events best practices, empowering them with information to recruit new event organizers
- Fundraising-first approach when working with community event organizers, supporting individuals with fundraising strategies and ideas to maximize their potential

Waterstone
CANADA'S
MOST 
ADMIRED
CORPORATE
CULTURES
2020

Customer Service & Stewardship

- Support community event organizers, helping them deliver an impactful event experience for either an in-person or virtual event
- Research best practices & identify opportunities to support with different resources for organizers for in-person and virtual events
- Inform the Community Leads of events taking place within their regions & coordinate their involvement if applicable
- Primary relationship holder with community event organizers
- With support from the Manager and Fundraising Specialist, provide an exceptional experience for top fundraisers
- Build lasting relationships with volunteers and event organizers and maximize fundraising within the events portfolio through regular emails, phone calls and newsletters; establish new practices to stay connected with the community
- Execute strategies to grow community and signature event revenue with an emphasis on recruitment, coaching and support, and stewardship
- Provide administrative and technical support to community event organizers, i.e., assist with permits, IT support, facilitate mailings etc.
- Mail out swag and branded materials to event organizers as required
- Write and analyze survey responses to measure participant satisfaction
- Liaison with the Marketing team regarding social media promotion of community events
- Provide content for event marketing support materials (including social media)
- Monitor and respond to inquiries
- Send out thank you cards to steward event organizers
- Identify high value fundraisers requiring additional stewardship within the organization
- Facilitate discovery calls with every community event organizer (learning about their event, assisting with setting a fundraising goal, learning about their connection etc.)
- Track and document information and progress of fundraisers taking place within the community
- Work with the Data Management team to monitor and track event funds in the database
- Guide event organizers with any tax receipt inquiries and work with the Data Management Team to support donor needs
- Point of contact for all incoming event related phone calls and direct to the proper team member

Logistics

- Incorporate the ALS Canada vision, mission and values in the planning and execution of the Third-Party Community Events and Signature ALS Canada Events across the province of Ontario
- Ensure all Third-Party Community Events are adhering to ALS Canada's brand guidelines and are observing proper, approved use of the ALS Canada logo
- Source, order, and distribute t-shirts, swag and incentives for all ALS Canada Signature and third-party community events in collaboration with the events team
- Source in-kind donations for event silent auctions for Signature events
- Coordinate supply packing leading up to and after events: sorting and dividing supplies, lifting, and loading products

FUNDRAISING EVENTS COORDINATOR

Full-time

- Support the events team with Plane Pull, Revolution Ride and the Walk to End ALS event logistics as required
- Support the Fundraising Specialist with the Community Events website development
- Source permits and insurance for ALS Canada's Signature events as required and confirm all event logistical details (e.g. entertainment, deliveries etc.)
- Expense reporting as required

Misc.

- Support set up/ tear down for events as required
- Complete research and produce lists and reports as needed for planning of Community Engagement events/ portfolios
- Act as an Ambassador and attends events as required

What we are looking for:

- Completion of post-secondary degree/ diploma in a relevant field or equivalent relevant experience
- Minimum of 2 years' experience in special events planning and/or project management
- Strong computer skills with experience in Microsoft Office and an aptitude for database systems
- Experience working with volunteers required
- Ability to work both independently and in a team setting
- Strong interpersonal and relationship management skills
- Ability to be flexible and respond to a variable workload
- Ability to maintain accurate, timely and complete documentation and electronic records for each event/program
- Ability to build successful working relationships with internal and external partners virtually
- Ability to maintain confidentiality at all times
- Possesses discretion, compassion, and emotional resilience
- Inherent demonstration of ALS Canada core values: accountability, collaboration, compassion, integrity, resiliency, respect

Preferred

- Experience working in not for profit or health charity an asset
- Possess a valid G Class Driver's License an asset
- Access to a car for event related tasks an asset
- Ability to speak and/or write in French an asset

Special Considerations

- ALS Canada requires all staff members to be fully vaccinated, unless they are unable for protected reasons under the Human Rights code. Staff will be asked to sign our Vaccine Policy and submit a copy of their vaccination certificate
- Extended hours and weekend work required from time to time
- Some travel may be required to attend volunteer and stakeholder meetings and/or community events
- Lifting, packing, carrying, and loading will be required in this role

FUNDRAISING EVENTS COORDINATOR

Full-time

- Will be required to work some weekends of Signature and Third-Party Community events

Apply Today!

Submit a cover letter and resume in pdf format jobs@als.ca. Please be sure to indicate the job title in the email subject. Applications will be reviewed on an ongoing basis until the position is filled.

ALS Canada would like to thank all applicants for their interest; however only those selected for an interview will be contacted.

Why join ALS Canada?

A charitable organization that lives its values of accountability, collaboration, compassion, integrity, resiliency and respect, ALS Canada works with the ALS community to improve the lives of people affected by amyotrophic lateral sclerosis through support, advocacy and investment in research for a future without ALS. Fully funded by donors, we were fortunate to benefit from the generosity of Canadians during the Ice Bucket Challenge of 2014, and are now focused on implementing our 2018 to 2023 strategic plan in support of the following long-term impacts: people affected by ALS receive the best possible standard of care; more treatments are available to improve quality of life and extend lifespan; and people are empowered to make informed decisions about ALS.

Our world is challenging. The people we serve are dealing with a devastating illness. But in the midst of it, their resiliency and spirit is remarkable and moving. You will be touched by the community and will find a way to naturally and effectively engage.

ALS Canada is committed to accommodating the individual needs of job candidates, in accordance with the Accessibility for Ontarians with Disabilities Act (AODA), ALS Canada is committed to accommodating applicants with disabilities within our recruitment processes. Please contact the HR department at jobs@als.ca if you require an accommodation during the recruitment process.

ALS Canada is committed to being an equitable employer, we strongly encourage people from equity seeking groups to apply.