



*Creating a Pathway to Success for Businesses and Communities*

**Posted: January 4, 2018**

## **POSITION ANNOUNCEMENT**

**Full-Time**

### **Fundraising Events Manager**

Prospera Business Network is the lead non-profit organization advancing and supporting community-centered economic development in southwest Montana. Our focus is helping people start and grow their businesses – in turn strengthening our region’s economy and communities. Our services are individualized and client-focused offering entrepreneurs and business owners a comprehensive pathway to success through loans, grants, trainings, mentoring, and counseling. Prospera provides confidential business counseling, professional events and trainings, small business loans, business development grants, client mentoring, and timely economic research.

Prospera operates as a membership-based nonprofit and is home to the Montana Women’s Business Center (WBC) which receives funds from the U.S. Small Business Administration. Prospera also receives grant funding, support through membership, and raises private funds for its 501(c)(3) foundation.

Working at Prospera is fun, collaborative, and dynamic because our work directly benefits individuals, businesses and communities in southwestern Montana. Prospera is a growing organization, and this position will synchronize and improve our events and fundraising processes to better support the organization and ultimately increase Prospera’s capacity to serve our clients and communities.

#### **Position Summary:**

The Fundraising Events Manager plays the lead role in organizing and fundraising for our three annual signature events, delivering an exceptional event experience and program. This position develops and sustains strong community relationships, helping to grow event sponsorships, connecting the community to Prospera and increasing Prospera’s membership and financial support.

The Fundraising Events Manager reports directly to the WBC Program Director and will closely coordinate with Prospera’s program staff – in order to leverage and cross-promote ALL of Prospera’s programs, events, and fundraising efforts. In addition, this person will oversee the volunteer Events Committee and coordinate with Board of Directors to ensure the delivery of quality events and consistent branding.

#### **Duties and Responsibilities:**

##### **EVENT FUNDRAISING**

- Develop goals and implement a strategy for fundraising and revenue growth, for our three major annual events; **Annual Members Luncheon, Prospera Awards Banquet, and the WBC Prosperity Party.**
- Identify and explore donor prospects, and personally work with VIP donors/business owners to increase event sponsorships, secure auction items and secure financial support.
- Plan and implement strategies for increasing event revenues.

- Plan and manage marketing and sponsor benefits for all event donors before and after events.
- Work collaboratively to enhance fundraising efforts, donor benefits, and develop alliances with other organizations and in-kind supporters.
- Keep in contact with program staff and events committees, apprising them of fundraising successes and needed follow up.

#### **EVENT MARKETING AND COMMUNICATIONS**

The Fundraising Events Manager will plan and coordinate event communications that project a positive, powerful message and brand image for Prospera.

- Plan, design, coordinate and execute fundraising event collateral in print, social media, webpages, flyers and more.
- Work with office manager to update website content for events.
- Plan and create photo and video content for Prospera events (in-house and with contractors).
- Plan for and control an event budget that helps raise funds for all of Prospera programs.
- Oversee, update and coordinate event related Constant Contact email campaigns.

#### **EVENT PLANNING AND DELIVERY**

Plan and implement events that leverage and grow our membership and sponsor fundraising efforts to strengthen our brand.

- Plan for and implement our signature annual events including the **Annual Member Luncheon, Prospera Awards Dinner, WBC Prosperity Party, and provide support for President's Circle, Membership Tours, and Ribbon Cutting events.**
- Utilize Prospera events to organize and communicate cross-marketing strategies that build membership and attract new business sponsors and individual donors.
- Promote Prospera events via marketing channels including press releases, radio and television appearances, social media promotion, and area event calendars.
- Manage event budgets and grow revenue sources while controlling costs to maximize net revenue.

#### **OTHER PROGRAM SUPPORT**

- Develop strong working knowledge of Prospera programs to be able to articulate helpful client interactions (phone/email) and direct people to the right program at Prospera.
- Support program staff in managing other duties and special assignments as needed.

#### **Desired Skills & Qualities:**

- Passionate about Prospera's mission and its role servicing the needs of the community.
- Track record of fundraising for a non-profit through events.
- Desktop publishing and graphic design skills.
- Experience with leadership of volunteer fundraising committees.
- Experience with maintaining donor database with transactions, donations, and purchases for auction.
- A skilled communicator; with excellent writing, public speaking, and community relations capabilities.
- Exceptionally organized; a love for logistics and proven strategies for managing multiple projects.
- Collaborative and resourceful; able to build positive peer relationships at Prospera and with its members, clients, supporters, and community partners; with a track-record of identifying resources and drawing on staff and peer organizations to achieve goals.
- A four-year college degree.

#### **Required Qualifications:**

- At least three-years of direct experience with fundraising, events, and marketing; preferably in the nonprofit sector.
- Demonstrated expertise in leading the planning and delivery of major events.

- Understanding of the roles that marketing, communications, and events play in enhancing fundraising efforts; including membership development, sponsorships, and private donations.
- Familiarity with the needs of business clients, community leaders, and government agencies as they relate to economic and community development is desirable.
- Computer literacy, adept with Microsoft Office Suite, e-mail marketing tools, and donor databases.

**Work Conditions:**

Prospera has a collaborative work culture that is positive, energetic, and fun. The work week is generally Monday - Friday 8:30 am to 5:00 pm, with an opportunity for flex-time between work from home and office. Local in-state travel is required.

**Compensation:**

The position is a full-time salaried exempt position. Starting salary \$40,000 to \$48,000 DOE. Benefits include 20 paid-time off days, 10 paid holidays, full health insurance coverage for employee, with an additional annual cash contribution to a Health Savings Account, a SIMPLE IRA with a 3% match, and a \$20 monthly phone stipend.

**To Apply:**

Apply by sending a detailed cover letter (2 pages max.) addressing the supplemental questions provided below, your resume, work samples of event or marketing materials you created, and three professional references. Your cover letter will be considered a writing sample in addition to serving as a personal introduction.

E-mail your application materials to: Charlotte Powell at [cpowell@prosperabusinessnetwork.org](mailto:cpowell@prosperabusinessnetwork.org) with “Fundraising Events Manager” in the subject line.

**Application review will begin Wednesday, January 24th. This position is open until filled.**

**Supplemental Questions:**

Our ideal candidate is a highly skilled fundraising event person – who can manage and execute numerous program goals with ease. This person knows how to raise funds, organize volunteers, and help develop event communications and content to build our organization.

*Is that you?* – please tell us more by addressing these areas in your cover letter.

- Why are you passionate about Prospera and our mission?
- Do you have a record of fundraising and growing organizational revenue?
- Do you have experience using donor databases?
- Are you highly organized and someone who can get things done?
- Do you enjoy public speaking and serving as a representative for organizations?