



## Development Associate

**Overview of Position:** The Development Associate will assist in creating and implementing the annual development plan to achieve the organization's revenue goals. They will work in conjunction with the ASA leadership team to successfully raise the funds needed to operate and expand ASA's program and community reach.

### Key Functions and Responsibilities:

1. Assist in developing and monitoring the annual development budget
2. Strengthen existing partnerships and relationships to enhance revenue streams
3. Identify and secure new revenue streams
4. Assist in implementing the fundraising strategy for ASA revenue streams:
  - a. Wingman Fundraising
    - i. Hit WM fundraising goal
    - ii. Assisting in annual program Launch
    - iii. Incentives/Thank you/Appreciation
    - iv. Attend community group runs and races to connect with current program participants to establish new connections for potential wingmen, athletes, partners, grantors
    - v. WM Recruitment
      1. Hit WM Dashboard goals
      2. Develop a recruitment strategy and supporting materials
      3. Follow up with all potential recruits to solidify their commitment as a Wingman to start the onboarding process
    - vi. New Communities: work in coordination with the Executive Director, Chief Operating Officer, and Community Manager to fulfil ASA's expansion goals
  - b. Corporate Partnerships
    - i. Assist in managing the communication & engagement strategy
    - ii. Growth plan for new partnerships
    - iii. Benefit fulfillment
    - iv. Community based Development Events
  - c. Grants
    - i. Track Grant calendar
    - ii. Assist in grant writing
    - iii. Grow grantor gifts
  - d. Board Giving
    - i. Be aware of board giving and ensure leadership team secures board contributions
  - e. General Giving
    - i. Maintain effective donor relationships – meetings, phone calls
    - ii. Assist with the Year End Giving campaign
    - iii. Assist in Giving Tuesday strategy
  - f. Annual Special Events: RunFest, Bash, Open
    - i. Work to hit financial and participation goals for each event
    - ii. Manage organizational Event Strategy Calendar

iii. Assist in the event operations

5. General

- a. Fuel a spirit of volunteerism across all aspects of workload in ASA
- b. Maintain content for pertinent pages on ASA website with updated information, forms, and photos
- c. Attend weekly staff meetings

**Requisite Knowledge and Skills:**

- B.S./B.A. degree in business, communications, nonprofit management, other relevant field, or equivalent experience in sales and fundraising
- Proven success in previous employment
- Solid working knowledge of traditional and digital marketing tools, including Facebook, Google, Instagram, Linked In, and Twitter
- Highly proficient in MS Office, WordPress, Canva, Survey Monkey, Sign Up Genius, Mailchimp, and Zoom
- Exceptional oral and written communication and presentation skills, and comfortable with public speaking
- Excellent organizational and time management skills
- Proven ability to collaborate with team members
- Ability to work independently to meet established goals and timelines
- Passion for ASA's mission to elevate the quality of people's lives through connecting with others
- Athletically oriented
- Available to work nights and weekends to attend trainings, races, and development, and recruitment events (approximately 20% of week during Spring/Summer/Fall running seasons)

**Reporting Structure:** Individual reports directly to the Chief Operating Officer

**Additional Info:** Health insurance, Retirement Program, Wellness Program, Hybrid work arrangement, Flexible telework schedule.

**Compensation:** Full Time; salary commensurate with experience.