

Job Announcement: **MEMBERSHIP AND DEVELOPMENT COORDINATOR**
Location: Sacramento, CA



BACKGROUND

The Planning and Conservation League (PCL) is a statewide environmental organization that works in the State Legislature and at the administrative level in state government to enact and implement policies to protect and restore the California environment. The PCL Foundation is PCL's sister organization. The mission of PCLF is to protect the California environment by engaging in cutting-edge public environmental policy research and engaging local communities in the decision-making process. The research of the Foundation is made available to PCL and others, to serve as a catalyst for public policy changes that solve critical environmental problems. PCLF is a 501(c)(3) non-profit organization, and PCL is a 501(c)(4) non-profit organization.

MEMBERSHIP AND DEVELOPMENT COORDINATOR POSITION

PCL recently implemented a Fundraising and Communications Plan that increased our membership by 10% and created a major donor program. Due to this effort we now have a more diverse and supportive membership. This position will work closely with our Development Team to maintain and recruit membership; implement the major donor program; coordinate direct mail solicitations; facilitate strategic communications and outreach; administer and manage the database and revenue reporting; assist with the annual symposium; and enhance board member relations. The Coordinator reports directly to the Executive Director. **This position is located in Sacramento, CA.**

ESSENTIAL RESPONSIBILITIES

This position focuses on seven key membership and development responsibilities including, but not limited to:

Maintaining and Recruiting Membership

- Plan and execute a membership acquisition campaign.
- Increase monthly giving through member outreach and target advertising.
- Draft direct mail marketing pieces and organizational and membership collateral.
- Process, mail-merge, print and mail all donation acknowledgement letters.
- Reconcile online gift records through Democracy in Action.
- Process, update, and maintain monthly giving in Authorize.net and Raiser's Edge.
- Implement strategies to increase membership through direct mail, planned giving, or other efforts in collaboration with the Development Team.

Implementing the Major Donor Program

- Assist with soliciting and scheduling major donor and foundation appointments.
- Plan and execute semi-annual major donor events.
- Receive and process membership and major donor contributions.

Coordinating Direct Mail Solicitation

- Develop and implement new measures to increase direct mail responses and revenue.
- Set a yearly schedule and draft all renewals and appeals for the membership.
- Work closely with the Development Team to complete direct mail packages.
- Design and implement a new online fundraising efforts with the guidance of the Development Team.
- Utilize Democracy in Action to launch online quarterly fundraising appeals.

Facilitating Strategic Communications and Outreach

- Write, edit, and distribute press releases via Green Media Toolshed.
- Communicate with and activate members around the state or in target districts through Democracy in Action.
- Create and send special notices to major donors and foundations on our recent accomplishments and provide relevant updates.
- Support the organization and staff with implementing special events and workshops.
- Assists in development and outreach efforts for PCL/ PCLF programs.
- Administer the EarthShare membership including completing the annual application, tracking of service hours, volunteering for EarthShare events (30 hour minimum), and serving on EarthShare Marketing Committee (meets monthly via conference call).

Administering and Managing the Database and Revenue Reporting

- Process and provide monthly reporting for all credit card transactions for PCL and PCLF.
- Enter all donation information into Raiser's Edge and provide batches, queries and reports through its utilization.
- Sort and code all incoming funds for deposit for PCL, PCLF and organizations we sponsor.
- Delete, update, and/ or merge duplicate profiles, delete bad addresses, monitor solicitation preferences, update emails in Raiser's Edge, Authorize.net and Democracy in Action.
- Oversee staff assigned to database entry (if applicable).

Assisting with the Annual Symposium

- Handle all registrations for the annual symposium.
- Solicit sponsorships and manage all symposium sponsors.
- Run the registration table at the event.

Enhancing Board Member Relations

- Send annual giving statements and reports.
- Work with Executive Director to recruit board members.
- Provide direct mail, online giving, membership, and major donor reports for Board meetings.

This position may also include other duties as assigned.

REQUIRED KNOWLEDGE AND SKILLS

Successful applicants should:

- Have excellent written and oral communication skills.
- Possess experience with Raiser's Edge, Democracy in Action and Green Media Toolshed.
- Have advanced computer skills (Word, Excel, Outlook).
- Be a self- starter, be able to work independently and with a team.
- Demonstrate the ability to complete detail-oriented work with high level of accuracy.
- Handle numerous tasks concurrently and adapt to a constantly changing environment.

EDUCATION AND EXPERIENCE

Successful applicants should:

- Have a college degree or equivalent experience is preferred.
- Possess experience in information, communications, organizing, and other outreach technologies.

SALARY AND BENEFITS

This is a full-time entry-level position with a starting salary of \$30,000 - \$36,000 (depending on experience) plus benefits. PCL provides a benefits package that includes two weeks of paid vacation per year, 12 paid holidays, and a health plan that includes dental, vision, and life insurance. A voluntary 403(b) retirement plan is also offered.

CLOSING DATE

This position is available until filled, however **application packages received before Friday, April 2, 2010 will be considered for the first round of interviews.** Interviews will likely be held in early April.

APPLICATIONS

To apply for the **Membership and Development Coordinator** position, applicants should organize an application package that includes: (1) a cover letter; (2) resume; and (3) contact information for three professional references. Completed packages must be submitted electronically to resumes.pcl@pcl.org. No phone calls please.

For more information about each organization, visit us on the web:

Planning and Conservation League - www.PCL.org

Planning and Conservation League Foundation - www.PCLFoundation.org