

# EAST BAY CENTER FOR THE PERFORMING ARTS

## INDIVIDUAL GIVING COORDINATOR (Full-Time Salaried – Non-Exempt)

### POSITION ANNOUNCEMENT

#### About East Bay Center for the Performing Arts

East Bay Center for the Performing Arts (the “Center”) was founded in Richmond, California immediately after the assassination of Dr. Martin Luther King, Jr. in 1968 as a response to the unrest, anger, frustration, and need for change. Today, our foundational values remain rooted in civil rights, equity, and justice.

The Center has a deep history of serving Richmond children and youth with music, theater and dance training, new artistic work, and community gatherings that are reflective of the richness and diversity of the local population. Last year, the Center served approximately 3,500 youth in 14 schools and 300 students at our main site through private lessons and tuition-free group classes. The Center’s staff consists of 25 administrative staff and approximately 70 – 75 faculty. They are passionate and committed to the values and established goals, and they have a deep understanding of the cultural assets that are present in the community.

#### About the Position

Under the direction of the Director of Advancement, the Individual Giving Coordinator is responsible for helping the organization reach its fundraising goals by driving efforts to secure gifts from individual donors. The Individual Giving Coordinator lays the groundwork for significant future growth in this area by deepening partnerships with existing donors and developing new relationships with first-time and prospective donors. This role is responsible for coordinating individual giving fundraising and will develop, implement, and evaluate strategies for cultivating and soliciting support from individual donors and prospects. Under the supervision of the Director of Advancement, this position will be responsible for donor data management analysis; efficient, personalized donor communications; prospect research; donor portfolio management; and direct stewardship of select donors. The position also assists with special events, including conception, planning and implementing strategic donor cultivation events and assisting with fundraising and logistics for the annual gala and other events as needed. The Individual Giving Coordinator will be a key contributor to the Development Team and will be essential to the achievement of the organization’s fundraising goals.

#### Some Key Responsibilities

##### Donor Advancement and Portfolio Management (70%)

- Coordinate, evaluate and manage overall individual giving
- Manage strategy and tracking systems for entry/first-time, mid-level, and major donor stewardship and prospect cultivation
- Work with Director of Advancement to track progress and ensure targets are met
- Steward a portfolio of existing individual donors to deepen relationships and cultivate increased giving



Developing Young Artists  
Re-Imagining the World

339 11<sup>th</sup> Street  
Richmond  
CA 94801-3105

[eastbaycenter.org](http://eastbaycenter.org)

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- Develop short- and long-term strategies for donors to make annual, multi-year, planned and campaign commitments to the Center, with a focus on growing annual operating commitments
- Coordinate donor visits, research, cultivate and steward relationships leading to a solicitation
- Identify new major and planned gift prospects by reviewing current donor base, incoming new gifts, peer organization donor lists, and other research sources, including Board members and other Center donor networks
- Contribute to the development and implementation of the Center's annual fundraising plan, regularly monitoring and updating the plan to ensure success
- Collaborate with Development Operations and Communications Coordinator to execute and manage the Annual Fund and other special campaigns
- Implement a stewardship plan to ensure donors are engaged in meaningful ways that lead to renewal and upgrade of gifts
- Develop strategy for donor research around wealth capacity and connections
- Create and execute strategy for expanding base of annual individual donors leading to initial, repeated, and upgraded gifts, including personal meetings and other touch points
- Write solicitation letters, proposals, donor recognition pieces, and other materials as needed

## Donor-Related Events and Gatherings (15%)

- In partnership with the Director of Advancement, plan and implement strategic donor cultivation and stewardship events, including the annual gala, performance receptions, house concerts and donor recognition events and gatherings
- Manage pre- and post-event communications and strategies

## Database & Operations (15%)

- Use Salesforce to document cultivation, stewardship and solicitation efforts, provide accurate donor information, and track financial progress against goals
- Ensure that pledges are documented and payments tracked for accounting purposes
- Produce regular reports tracking fundraising campaigns, significant moves and progress against revenue targets
- Conduct regular review and assessment of donor database for additional and increased giving opportunities

## **Knowledge, Skills and Abilities**

- Strong commitment to the Center's mission, constituency and community
- Solid industry knowledge of fundraising processes, protocols and procedures
- Outstanding communication skills, both written and oral; ability to influence and engage a range of stakeholders and build long-term donor relationships
- Strong attention to detail and documenting projects, activities and outcomes
- Ability to work in a fast-paced environment and manage multiple priorities
- Experience working with donor databases is required, Salesforce experience a plus
- Ability to meet internal and external deadlines
- Substantive knowledge of the diverse performing arts community and a passion for youth and underserved constituencies
- Excellent computer skills, including proficiency in Microsoft Office suite, Google Drive



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applications, and Zoom web conferencing

## Education and Training

- Bachelor's degree in related area and/or equivalent experience/training
- Minimum three years' experience working in nonprofit organizations, including demonstrated success in donor identification, cultivation, solicitation, and stewardship.

## Work Schedule

- Monday – Friday, 40 hours per week. Some evenings and weekends may be required.

## Physical Requirements

- Prolonged periods sitting and working on a computer to complete necessary paperwork.

## Other Requirements

- Must successfully pass a comprehensive Criminal Background Check.
- Must be able to provide valid I-9 documents to determine proof of eligibility to work in the United States.
- Must complete the required annual harassment and discrimination training and other training as needed.

## Salary

- Salary range is \$65K-\$75K annually, with a robust benefits package, including health/vision/dental options and 401K employer matching program. This is a hybrid remote/on-site full-time position with a minimum of 3 days per week onsite. This position offers opportunities for advancement.

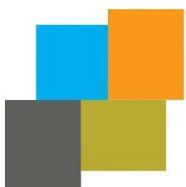
## Application Process

***If interested, please submit the following documents via LinkedIn or submit to Deborah Preston, Director of Human Resources: [Deborah.preston@eastbaycenter.org](mailto:Deborah.preston@eastbaycenter.org)***

- ***Resume and cover letter as a Word or PDF document***
- ***A list of three professional references***
- ***Please include "Individual Giving Coordinator" in the subject line.***

**Please note that failure to submit the required documents may disqualify you from further consideration.**

**East Bay Center for the Performing Arts is an Equal Opportunity Employer.**



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