

## **Position Description: UNWLA Fundraising Specialist**

The Fundraising Specialist uses expert communication skills and a strong sense of initiative to identify fundraising opportunities, develop relationships with potential donors, and manage fundraising campaigns for the UNWLA. By coordinating events, writing proposals, and recruiting and leading volunteers, this position uses her speaking, writing, and leadership abilities to move the UNWLA closer to its financial goals. The Fundraising Specialist is a volunteer position reporting to the 1<sup>st</sup> Officer-at-Large.

The Fundraising Specialist is highly motivated, professional, and organized, with a passion for research. She understands UNWLA's mission and demonstrates exceptional drive to further UNWLA's existing fundraising efforts and help strategize and deliver new ones.

### **Core Responsibilities:**

- Promote awareness of UNWLA's mission and work
- Research individuals, corporations, and foundations that may be interested in gift-giving
- Effectively convey UNWLA's mission, vision and programs to potential donors
- Cultivate a network of dedicated donors and volunteers
- Ensure major donors are satisfied and kept in the loop
- Identify new fundraising opportunities
- Plan fundraising initiatives to help the organization meet financial goals
- Strategize and successfully execute fundraising campaigns
- Organize fundraising events while overseeing teams of volunteers
- Craft grant applications and fundraising proposals
- Form strong relationships with external stakeholders
- Manage a budget and track whether goals are being met

### **Skills and Qualifications**

- Experience in fundraising, sales, or marketing
- Exceptional communication and relationship-building skills
- Ability to lead and motivate colleagues and volunteers
- Strong attention to detail
- A passion for research
- Adept at managing tasks, planning events, and balancing priorities

- Competence in Microsoft Office suite and donor management systems
- Experience writing grant proposals, press releases, and/or fundraising letters
- Confidence in public speaking

**Preferred Qualifications**

- Bachelor's degree in communications, business, public relations, or a related field
- Certificate in Fundraising, Diploma in Fundraising, or similar qualification