

CASA of Central Texas, Inc.

POSITION DESCRIPTION

Title: Fund Development Events Manager
Status: Exempt / Full-time (40 hours per week)
Schedule: M-F with occasional evenings and weekends
Reports to: Director of Development
Location: Based in New Braunfels, TX or San Marcos, TX. Frequent travel within the Central Texas area utilizing your privately-owned vehicle (mileage reimbursed).

ABOUT US:

We envision a world where every child thrives in a safe, stable, loving home. CASA of Central Texas (Court Appointed Special Advocates) provides high quality best interest advocacy for children and youth in the child welfare system. We train and empower community volunteers to ensure children's needs are met and their voices lifted. We commit to strengthen the connections and well-being of children in foster care, one family at a time. CASA of Central Texas is a 501(c)(3) non-profit organization that has been in operation since 1985. In 2022, we served 562 children (65% of children in care) with 255 volunteers in Caldwell, Comal, Guadalupe and Hays Counties.

VALUES & PRIORITIES:

CASA CenTex core values include advocacy, dedication, compassion, support, integrity and relationship. Our strategic priorities focus on engaging community partners and stakeholders to build strong relationships; improving workforce stability and retaining operational knowledge; strengthening business practices for efficiency and effectiveness; and proactively marketing our organization to build and grow within our service area.

JOB SUMMARY:

The Fund Development Events Manager is a key role on our development team as it contributes to the agency's fiscal health and deepens trust and confidence from the community. Following donor-centered philanthropic practices, this role cultivates donor and funder relationships to maximize financial gifts provided through various avenues to pursue personal and corporate values by supporting CASA's work. The Fund Development Events Manager is responsible for creating and executing events curating a universal giving experience that exemplifies simplicity and sophistication. This Manager is responsible for our portfolio of signature annual events (dinner/auction, golf tournament, 5k/1k run), corporate partnerships, and ongoing third-party events. Through the blending of strong networking and cultivation, fundraising, and project management skills, you will create highly polished fundraising events.

This position works closely with executives and staff, requiring cross-departmental collaboration. To succeed in this position, candidates should be resourceful, creative, analytical, adaptable,

and organized with the ability to build rapport with donors, vendors, and all levels of our team. Exceptional communication and project management skills are essential. The ideal candidate will be a professional contributor to fundraising and relationship building; have a passion to share the CASA mission; and enjoy both behind-the-scenes work and public relations.

QUALIFICATIONS:

- Bachelor's degree in Business Administration, Hotel/Restaurant Management, Marketing, Communications, Public Administration, or related field.
- 4 years of relevant work experience in event planning, fundraising, or donor relations.
- Experience and ability to deliver professional, polished events and presentations.
- Strong networking and relationship building skills.
- Strong time management skills to manage multiple assignments and deadlines.
- Strong team management with organization, delegation, and leadership skills.
- Experience with event management applications such as Classy, preferred.
- Proficiency in design and communications applications such as Canva, Constant Contact and MS Office 365.
- Experience working in a non-profit organization is preferred.

ESSENTIAL JOB FUNCTIONS:

Fundraising Event Management:

- Lead the strategy and manage from conception to planning and execution of high-impact fundraising events with meaningful experiences that amplify our mission.
- Engage across the Fund Development, Communications, Administration and Program departments to ensure the seamless coordination of event logistics and stakeholder management.
- Identify and establish fundraising measures, benchmarks and goals and report on accomplishments; aim for continual improvement.
- Establish and manage event budgets to drive income growth; monitor and report regularly on income forecasts and variances.
- Identify and establish standard procedures and create event how-to "manuals;" solve problems when there is little to no guidance from established practice or precedent.
- Train other staff and supervise volunteers to help them understand their roles and responsibilities and develop them to take on individual and event leadership roles.
- Coordinate with internal Communications staff to identify and ensure appropriate levels of publicity on our fundraising event activities.
- Ensure detailed recordkeeping of event meetings, decisions, project management.
- Coordinate with internal staff to ensure existing and prospective sponsor and donor data is accurately recorded in the donor database and communications database.
- Provide effective donor relations care and coordinate with internal staff to ensure care and communications, for participants and event partners/supporters at sponsored events – by letter, email, phone and face-to-face including development of sponsor packet/marketing materials.
- Attend and deliver talks and presentations to local community groups and organizations; represent CASA at events as a public speaker and organizational ambassador.

- Conduct vendor contract discussions and track vendor adherence to contractual obligations and performance as agreed.
- Establish and maintain timelines of deliverables; organize meetings and communicate with staff, volunteers and vendors to ensure delivery.
- Attend all signature events unless excused by the CEO; coordinate with the team to ensure smooth on-site event execution including setup, registration, attendee support, and breakdown.
- Coordinate with the Fund Development and Administration teams to ensure quality utilization and smooth execution of online event platforms and tools, with a particular focus on invitation management, end-user experience, data hygiene, and integrations with internal CRMs (DonorPerfect, Constant Contact, QuickBooks).
- Evaluate event performance through attendee feedback, pre and post event data analysis, and debrief meetings to inform future event planning and improvements.
- Identify and encourage development of easily replicated events, both signature and third-party.
- Discern and guide creation of new fundraising event ideas and suggestions.
- Maintain a calendar of events and ensure that key deadlines are met, that fundraising capacity is maximized, and that donor fatigue is minimized.

Corporate Partnerships:

- Manage and maintain the portfolio of corporate and business donors, working to increase their support for the agency.
- Network and cultivate relationships with corporations and businesses to build a strong pipeline and secure partnerships through event sponsorships, volunteer recruitment support, third-party events, employee giving, donation drives, or other means; facilitate connections to other internal departments as appropriate (ex. grants management, advocate recruitment, board recruitment).
- Develop rapport and relationships through external networks, including proactively approaching groups and associations to fundraise for our charitable organization in alignment with their corporate values.

Third-Party Events:

- Act as first point of contact for all third-party fundraisers – community, businesses, group, and individuals; offer guidance and coordinate support as needed; provide redirection as needed.
- Proactively approach past third party fundraisers to encourage repeat fundraising.

Other Events:

- Liaise with other departments to support execution of their events, socials, parties (ex. Adoption Day, advocate appreciation, donor appreciation, donor cultivation) with a focus on achieving efficient vendor management (venues, caterers, speakers, and entertainment) and use of internal resources (décor, audio visual).

Other:

- In accordance with team philosophy, perform other related duties as may be requested by the Director of Development and CEO.
- Maintain confidentiality of CASA clients, volunteers, staff and donors; protect confidentiality by being aware of information in workspace and of persons who can hear

confidential conversations; utilize locking enclosures for paper and electronic information.

- Participate in minimum 12 hours annual self-development training; periodically attend advocate trainings, advocate recognition events and court hearings to remain connected with our mission.
- Attend conferences and workshops, meetings and events as requested.
- Assist in community education and raising awareness about the CASA program.
- Demonstrate and champion alignment with CASA vision, mission, & values in daily work.
- Travel to/from CASA offices located in New Braunfels and San Marcos; travel in 4-county service area; and occasional travel to other locations.
- Knowledge, Skills, and Abilities: Proficiency in MS Office (Word, Excel, Outlook, PowerPoint, Teams). Knowledge of effective utilization of audio-visual equipment preferred. Working knowledge of donor giving and event platforms. Understanding of philanthropy and resource development as it relates to the not-for-profit field. Very strong process management, project management and experience managing budgets. Clerical skills with attention to detail and accuracy. Advanced skills in creative design software and databases. Comfort with tasks ranging from daily routine to specialized. Excellent people skills with the ability to partner with a dynamic leadership team. Strong interpersonal, written and verbal communication skills. Patient and adaptable approach, working with cross-disciplinary teams in a collaborative style; efficiently problem solve with others. Ability to remain cool under the pressure of managing people and logistics as launch nears. Ability to be flexible and manage multiple directions. Ability to work independently, be goal-oriented with initiative, and handle multiple priorities, task and deadlines. Ability to work in sensitive situations, with sensitive information, and maintain confidentiality.

Work Environment and Physical Demands:

- Prolonged periods of sitting at a desk and working on a computer. Reach with hands and arms. Stand, walk, sit; climb and descend stairs; use hands to finger, grasp, handle, feel or operate objects, tools or controls. Walk and stand for long periods of time at events. Speak, hear and read both in quiet, small, private settings as well as loud, large, public settings. In-office and out-of-office public contact with people. Occasionally required to kneel, bend and crouch. Occasionally lift and move up to 50 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus. Subject to the usual interruptions associated with providing friendly service and performing multiple duties; respond courteously and professionally; operate typical business office equipment; duties normally provided in surroundings where undesirable physical conditions and hazards are minor and controllable.
- Sometimes required to attend off-site functions and will be required to provide own transportation (mileage reimbursed).
- Business appearance and proper grooming/hygiene required and determined by professional situation. i.e. Business casual, Business professional, cocktail/black tie, etc.
- Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this position.

EMPLOYEE ACKNOWLEDGEMENT:

I acknowledge that I have received, read, and understand this Position Description for Events & Corporate Partnerships Manager. I hereby certify that I have the ability and I agree to perform this job to the best of my abilities, the functions and duties described herein, with or without reasonable accommodation. I understand that this document does not constitute an employment contract or alter my "at-will" employment status. I further understand that the duties and responsibilities described herein are subject to change or modification, as determined by management, and that I am responsible for performing any job duties, or other tasks, and responsibilities that may be assigned, and/or directed by management.

Employee Name, Print

Signature

Date