



JOB DESCRIPTION

DIRECTOR OF FUNDRAISING & SPONSORSHIP

Position Overview:

The Director of Fundraising & Sponsorship is responsible for developing and executing Nature Calgary's fundraising strategies. This includes cultivating relationships with corporate sponsors, managing merchandise sales, and coordinating fundraising events to ensure financial sustainability.

Key Responsibilities:

- **Fundraising Strategy:** Develop and implement an annual fundraising plan to meet the financial needs of Nature Calgary's programs and operations.
- **Corporate Sponsorship:** Identify and approach potential corporate sponsors that align with Nature Calgary's mission. Secure financial or in-kind sponsorship for events, contests, and programs.
- **Merchandise Sales:** Oversee the design and sale of merchandise, such as branded apparel and educational materials, to support fundraising efforts.
- **Grant Writing:** Research and apply for grants from foundations, government bodies, and other potential funders.
- **Event Fundraising:** Collaborate with the Director of Events to integrate fundraising into Nature Calgary's event programming (e.g., photography contests with corporate sponsorships).
- **Event Marketing:** Collaborate with the Co-Directors of Marketing and Communication to ensure fundraising events are promoted through social media, email, and on Nature Calgary's website.
- **Donor Engagement:** Cultivate and maintain relationships with individual donors, ensuring proper recognition and continued engagement.
- **Financial Reporting:** Work closely with the Treasurer to track the success of fundraising initiatives and ensure funds are properly allocated.

Qualifications:

- Interest in fundraising, particularly within a non-profit organization.
- Strong networking and relationship-building skills.
- Experience with corporate sponsorships and grant writing.
- Creativity in developing new revenue streams (e.g., merchandise, events).