



Development Coordinator, March for Life Education and Defense Fund

The March for Life Education and Defense Fund is a 501(c)(3) non-profit organization that coordinates the world's largest annual pro-life event and civil protest. Through the annual March in Washington, DC, marches in state capitals across the country, and through being the collective voice of Pro-Life marchers on Capitol Hill, in state capitals, in the Media, and on social media every day of the year, the organization is uniquely positioned to build a culture of life.

The organization is currently seeking to hire a Development Coordinator. Based in Washington D.C., a few blocks from the White House, this full-time hybrid position will report to the Director of Operations.

Position Summary:

The Development Coordinator's core responsibilities encompass the meticulous upkeep of the Salesforce donor database, the identification and qualification of potential donors, and the provision of crucial administrative support within the fundraising department.

In this role, the Development Coordinator is expected to execute their duties with exceptional precision and professionalism, aligning with the organization's core values and principles while preserving the confidentiality of donor data. The position calls for a proactive, detail-oriented, and impeccably organized individual. Collaboration with the Director of Operations and the Executive Director is a pivotal aspect of this role, as it involves active involvement in all fundraising initiatives, including in the areas of the National March, State March Program and March for Life Action.

Key Responsibilities:

1. Donor Database Management:

- Maintain and update the donor database system in Salesforce to ensure data accuracy, consistency, and completeness.
- Manage the intake and processing of all donations including recording checks, direct mail gifts through our direct mail caging company, online donation forms, and additional modes of giving.
- Generate reports and dashboards to track donor engagement and giving patterns.
- Create and maintain donor profiles, ensuring all relevant information is accurately recorded.
- Collaborate closely with Plutus, our contracted Salesforce expert, to ensure that our Salesforce database operates at its optimum level.

2. Donor Qualification:

- Identify and qualify donor prospects through research and analysis.
- Collaborate with the fundraising team to categorize donors based on capacity, interest, and affinity.



- Assist in segmenting the donor database for targeted fundraising initiatives.
- 3. Administrative Support:**
- Prepare and distribute fundraising materials, presentations, and donor communications.
 - Support the planning, coordination, and execution of fundraising events, including March for Life Action events and donor appreciation events, while ensuring the efficient management of administrative aspects.
 - Assist with the planning, coordination, and execution of direct mail fundraising campaigns.
 - Contribute to the prompt acknowledgment/recognition of donors and contributions as appropriate through mail, email, and phone.
 - Participate in the creation of online and printed promotional materials for fundraising campaigns and related activities.
 - Facilitate the coordination of national march and state march sponsorship activities, including effective communication of sponsorship benefits to potential sponsors and overseeing the fulfillment of those benefits.
- 4. Data Analysis:**
- Analyze donor data to identify trends and opportunities for fundraising strategies.
 - Assist in developing and implementing data-driven fundraising strategies.
 - Regularly review donor lists and provide insights to optimize donor engagement.
- 5. Compliance and Record-Keeping:**
- Ensure compliance with relevant data protection regulations.
 - Maintain accurate records of donor interactions and communication.
 - Manage all state filing requirements to ensure compliance with state charitable solicitation regulations, including registration, reporting, renewal, and documentation.
 - Assist in grant tracking and reporting as required.

Qualification Requirements:

- Must embrace the mission of March for Life Education and Defense Fund.
- Bachelor's degree in a related field or 2-3 years equivalent work experience.
- Experience in Salesforce or a similar CRM system.
- Strong analytical and data management skills.
- Excellent attention to detail and organizational skills.
- Effective communication and interpersonal skills.
- Exceptional written communication skills.
- Ability to work independently and as part of a team.
- Knowledge of fundraising principles and best practices is a plus.
- Experience in donor prospecting and qualification is preferred.



Please send a cover letter, resume, and the names and contact information for (2) references to our Director of Operations at rosemaryeldridge@marchforlife.org.

**This job description is provided as a guideline for the Development Coordinator position. Specific duties and expectations may be adjusted based on the organization's needs and goals.*