

**WALK COORDINATOR
JOB DESCRIPTION**

Job Title: Georgia Walk to Defeat ALS™ Fundraising Coordinator

Reports To: Senior Director of Philanthropy

FTE: Full Time **FLSA:** Exempt

Location: Sandy Springs/Atlanta – main office; Hybrid

Benefits: Health/Dental/Vision, 401K match, plus 12-paid Holidays & 10 PTO days in first year

Salary Range: \$45-55K, commensurate with relevant experience

Position Purpose: The Walk Fundraising Coordinator handles assigned aspects of the *Walk to Defeat ALS™* program and is responsible for achieving budgeted annual revenue targets for the Georgia *Walk* market.

Job Responsibilities:

Overall Planning - Develop strategic plan to implement the Georgia *Walk to Defeat ALS™*. The plan will include a timeline for the Georgia *Walk* "season." Timeline should include deadlines, such as securing permits, material ordering, mailing, sponsorship inclusion, and such. Identify and implement new *Walk* markets and territories in the region through lead analysis, recruitment of *Walk* volunteer groups and committees, and overall market potential.

Recruitment – Serve as the point of contact regarding the Georgia *Walk to Defeat ALS* including from *Walk* committee chairs, volunteer leads, team captains or individual participants. Build relationships with new and existing team captains, individual walkers, and corporate leads to increase participation and walk donations. All "leads" are entered into the database and the online *Walk* fundraising system and tracked for follow-up and development purposes.

Growth and Development: Grow new and existing *Walk* teams. Recruit *Walk* chair and committee members, team captains, as well as individual walkers and secure maximum income from each individual and team. Implement new ideas for growth. Assist teams on fundraising ideas to meet and exceed their team goals. Work with the Care Services staff team to promote the *Walk*.

Sponsorship – Assist in identifying, recruiting and securing sponsorship income for the *Walk*®. Solicit and secure In-Kind donations for the *Walk* & other Chapter events. Prepare and update necessary materials as needed and ensure that all sponsorship logos are included in all marketing materials and/or mailings. Ensure all sponsorship benefits are tracked and provided based on sponsorship packages. Conduct information, corporate and recruitment presentations as part of the Development team.

Marketing and Communication – Maintain on-going and regular communication with teams (patient, family, and corporate teams). Regular pre-Walk progress report mailings to team captains and teams. Ensure post event follow-up including attendance at award reception, thank you letters with survey and the tracking of responses. Work in partnership with Development team members to handle public relations efforts relating to the *Walk*, including social media campaigns & website updates.

Project Management – Coordination of all aspects of the *Walk to Defeat ALS™* program. In coordination with the Sr. Director of Philanthropy, establish projected income goals and develop and implement plans and strategies for meeting income goals for the *Walk*. Coordinate committee meetings and activities,

including *Walk* Kick Off events 10 to 12 weeks prior to the *Walk* event. Update, order, maintain, supply, and distribute all *Walk* materials.

Volunteer Management – Provide volunteers with clear and concise objectives, expectations, job descriptions and goals.

Financial Management - Ensure each the *Walk* operates within budgetary guidelines.

Reporting - Prepare reports for Board and committee meetings and assure materials are stored in an orderly fashion. Prepare agendas, minutes, presentations, proposals and reports using MS Office software applications.

Administrative Functions - Ensure that all materials provided and utilized are in accordance with National policy and best practices. Maintains confidential administrative filing and retrieval system for interrelated files and records. Impeccable grammar/proof reading, detail oriented and ability to format letters, memoranda, and reports using Microsoft Office programs.

Maintain a polished professional demeanor, excellent interpersonal skills in dealing with all staff, Board members, organization clients, private corporations and/or public offices. Excellent organizational and time management skills are essential.

Actively promote the Chapter’s mission, services, programs and events in the community.

Other projects as assigned.

Qualifications and Key Skills:

- 1-3 years’ experience, minimum, in fundraising, managing special events, preferably walkathons
- Bachelor’s degree preferred
- Documented track record of fundraising success
- Ability to build and maintain strong individual client and corporate relationships
- Proficiency in Microsoft Office and Excel (fundraising/relationship management software – Raiser’s Edge & TeamRaiser a plus)
- Personable, yet professional and confident. Must have a mature work attitude, reliable and resourceful.
- Commitment to accuracy, excellent attention to detail, highly efficient and conscientious about thorough follow-up.
- Highly organized.
- Skilled communicator, with superior interpersonal, verbal and written skills.
- Able to handle confidential information and maintain high confidentiality.
- Some travel required.
- Some nights and weekends required.
- High degree of initiative, self-motivated, resourceful.
- Ability to work under and comply with continuous & multiple deadlines and evolving priorities.
- Ability to manage multiple projects simultaneously.

- Team player who enjoys interaction with professionals, peers, volunteers and those served by the organization.
- Patience and good humor.

Personal Characteristics:

- Demonstrate excellent judgment.
- A person with integrity.
- A team-player, enthusiastic about promoting the growth and success of ALSA-Georgia.
- Empathetic and understanding of the challenges faced by the clients ALSA-Georgia serves, while remaining focused on the chapter goals for program delivery.
- A good listener, able to balance diverse agendas and points of view, while maintaining a sense of common purpose and organizational vision.
- A strategist, who is organized, creative, politically aware and financially astute.

The above statements are intended to describe the general nature and level of work being performed by most people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements.

Forward resume, along with a cover letter to: careers@alsaga.org