JOB DESCRIPTION:
Community Giving Lead

Girls on the Run-Chicago

Organization Description:
Girls on the Run-Chicago (GOTRC) is a non-profit 501(c)(3) organization whose mission is to inspire 3rd-8th grade girls to be joyful, healthy, and confident using a fun, experience-based curriculum which creatively integrates running. In the past 20 years, thousands of individuals throughout Chicagoland have volunteered their time and dedicated their hearts to empower more than 85,000 girls with the confidence and character they need to become strong, healthy women. This year, 2,700 coaches will mentor 10,000 girls at 350 sites and schools across Northeast Illinois. More than just a running program, GOTRC uses a cutting-edge curriculum that addresses the unique developmental stages of 8-14 year olds. The fun, innovative program combines training for a 5K with interactive lessons that encourage positive physical and social-emotional health.

Reports to: Director of Development
Status: Full-time, non-exempt

Girls on the Run-Chicago is seeking an inspired, energetic, hands-on fundraising professional to join our development team! The Community Giving Lead is responsible for overseeing the growth and direction of the SoleMates charity athlete program. SoleMates is a volunteer team of over 300 charity athletes that run an event of their choice and fundraise from their own networks to reach their own individual fundraising goals. Combined, our SoleMates raise over $500,000 for the organization annually.

Additionally, this position is responsible for developing, executing, evaluating, and optimizing all our annual giving activities.

Major Responsibilities:

SoleMates Program Management (75% of time)
- Recruit the 315 person SoleMates team and achieve over $500,000 in revenue annually.
- Develop and implement a system of fundraising incentives to encourage and ensure as many SoleMates meet their fundraising goal as possible.
- Develop and spearhead all charity athlete support, communication, marketing, event, and fundraising assistance with partnership from others in the Development Department and the Communications Department.
- Manage acquisition and distribution of all apparel and materials to charity athletes.
- Collaborate with the Volunteer Coordinator to develop and build base of volunteers, coaches, mentors, and other advisors to support events and expos.
- Manage external vendors and relationships related to the SoleMates charity athlete program (i.e. the Bank of America Chicago Marathon, the Bank of America Shamrock Shuffle, Rock ‘n Roll Chicago Half Marathon, etc.)
- Organize GOTRC presence at expos and on race day in support of our SoleMates charity athlete team, including providing for any hospitality or special venues and coordinating supply load in and out.
- Measure, evaluate, analyze, and refine recruitment and fundraising strategies to enhance participation and revenue.
• Serve as the staff expert in GoFundMe, the platform that we currently use to manage and track each SoleMate’s peer-to-peer efforts. Work closely with the Development Assistant to ensure that offline donations are correctly entered and attributed, and that all other giving is correctly tracked to each SoleMate. Make recommendations for the platform we should move to, and then become the staff expert on that.

• Attend community events, expos, and races in support of the SoleMates charity athlete team or to support recruitment and outreach efforts.

• Identify and develop a plan for growing the program to include more “athlete’s choice” events so that we move beyond a team focused almost exclusively on the Bank of America Chicago Marathon and become one that is one to anyone who wants to run and fundraise for our work.

**Annual Giving Management (25% of time)**

• Plan and execute all Annual Giving efforts for Girls on the Run Chicago. This includes our Giving Tuesday and our year end appeal.

• Develop and execute new, creative appeal ideas that align with our mission and activate more of our community in our fundraising efforts on a daily basis.

• Work with the Communications Department to more strategically tag our mailing lists and build annual appeals that speak to each audience: parents, coaches, donors, previous SoleMates, etc. With the Communications Department, develop the appropriate design, messaging, and giving pages for all of our campaigns.

• Track metrics and build understanding of what our growth can look like in the annual giving space year over year. Own our retention strategies and make active suggestions for how we can improve.

• Track and report revenue and expense performance.

• In collaboration with the Director of Development, help manage the Associate Board’s fundraising committee to help them achieve sustainability and growth in their annual peer to peer campaign. And to engage the Associate Board as volunteers with SoleMates recruitment and events (like fun runs and the marathon Expo).

**Administrative**

• Assist with GOTRC office tasks as needed

• Additional duties as assigned

**Core Competencies:**

• Minimum of four years of demonstrated success in volunteer management; preference for experience managing peer-to-peer or annual giving campaigns.

• Volunteer recruitment experience; preference for endurance event recruitment (i.e. running or walking events)

• Knowledge/interest in endurance event community (running or walking)

• Excellent project management skills with the ability to take initiative and manage multiple tasks and projects at a time and deliver within deadlines

• Strong communicator – public speaking, written, and verbal

• Excellent interpersonal skills and experience working in a collaborative, time-sensitive environment

• Ability to use complex, proactive problem solving to provide insightful recommendations and solutions

• Self-motivated to learn increasingly complex skills and subject matter

• Leverages a range of tools and technology to support organization’s goals; Skilled in Microsoft Office programs; Salesforce and GoFundMe experience a plus

• Adaptability and exceptional attention to detail

• Data driven or familiarity with managing data

• Passion for the Girls on the Run mission

• Approach challenges and opportunities with a positive attitude

• Knowledge of social media and best practices for use
• Applicant must be willing to undergo a comprehensive background check

This position reports to the Director of Development and is full time. Evening and weekend hours are occasionally required. Vacation blackout periods due to program and event schedule may apply.

Girls on the Run-Chicago is an Equal Opportunity Employer M/F/D/V.

To Apply: Please send a cover letter and resume to jobs@gotrchicago.org. Please include “Community Giving Lead” in the subject line. No phone calls please.