

Advancement and Engagement Director



Organization:

Camp Onas (Friends Camp Association of Pennsylvania, Inc) is Quaker summer camp, outdoor education, and meeting facility. Located in Ottsville, Pennsylvania, Camp Onas is committed to child-centered programs that stress sharing, cooperation, understanding, simple living, and fun.

Camp Onas was founded in 1922 and has operated continuously, with its primary programmatic focus being its residential (overnight) summer camp program.

Overview:

The Advancement and Engagement Director sets and guides the strategy for fundraising, communications, and constituent engagement across audiences including current parents and campers, youth alumni, adult alumni, parents of former campers, donors, foundations and grant-making organizations, the greater Quaker community, and the general public.

On a more individual level, the Advancement and Engagement Director is responsible for maintaining and enhancing the organization's relationship and connection with donors and alumni by making personal outreach, getting to know individuals, ensuring donations are recorded and acknowledged appropriately, maintaining donor records, and planning events for both fundraising and community building/ cultivation.

This position is a new position that will work in collaboration with the Executive Director and the Board of Directors on all aspects of fundraising and outreach, and is supervised and evaluated by the Executive Director. This is an ideal position for someone looking to gain experience in multiple facets of development work or for someone who is looking to bring considerable experience to make a big difference at a small organization.

Fundraising – shape, manage and drive the implementation of a successful fundraising strategy to support organizational and project development needs, including:

- Develop, implement, and evaluate an annual fundraising strategy that complements the overall communication strategy.
- Set annual and campaign fundraising goals with the Executive Director, report on performance, and progress.
- With the Executive Director, develop a Planned Giving strategy, including communications, solicitation, and tracking program.
- Research and prepare proposals for corporate, foundation, and government grants; write and archive proposals, timelines, and communications, with a long-term relationship-management approach.
- Prepare and disseminate fundraising appeals via online and offline channels (ex: mail, email, social media).
- Develop calendars, plans, and promotional materials for fundraising events and appeals.
- Ensure donor and constituent records are up to date and accurate in constituent database (Neon CRM).
- Oversee the timely, accurate, and meaningful acknowledgement of all donations.
- Assist in the identification, cultivation, recruitment and organization of fund development leaders and volunteers.
- Provide outstanding donor stewardship and cultivation, including getting to know individuals' interests, history, and connection to the organization.
- Schedule, plan and execute events. This includes fundraising events and non-fundraising events that promote engagement and connection.

Communications – Develop, implement, and evaluate an annual communications strategy across constituents.

- Generate and maintain/update online content that is engaging, timely, accurate and consistent with organizational messaging and branding.
- Develop, distribution, and maintain all print and electronic collateral including, but not limited to, newsletters, brochures, and Camp Onas' website.
- Assist with writing content for, publishing, and distributing the Annual Report.
- Direct and evaluate performance of print and online advertising.
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities.
- Coordinate and organize alumni, parents and Quaker meetings to engage the Onas community's discrete audiences.

Essential Skills and Qualities:

- At least 2-3 years prior work experience in communication, fundraising, marketing, and/or event planning.
- Excellent written and verbal communication skills.
- Strong organizational skills, with the ability to manage timelines and project budgets effectively and simultaneously.
- Strong relationship skills, with the ability to relate to and connect with people of diverse interests and backgrounds.
- Exceptional eye for detail, and pride in work quality.
- Creative and strategic thinking and interest in sharing and trying new ideas.
- Growth mindset, with an interest in learning while working.
- Ability to work both independently and as a team member. Open to asking questions and getting help when needed.
- Experience using Microsoft Word, Excel, Gmail/ G-Suite, and CRM or fundraising software (any brand).
- Experience with WordPress, and desktop publishing software is preferred but not required.
- Major gifts, grant writing, and planned giving experience is preferred, but not required.
- Anticipated travel will average 1-2 days per month.

Application:

Please email a cover letter and resume to Holly M. Hecht, Executive Director, [holly\(at\)camponas.org](mailto:holly(at)camponas.org). We are particularly interested in understanding how the experience listed on your resume (or not listed on your resume) helped you develop some of the essential skills and qualities we've listed here. Applications will be reviewed as received, and select applicants will be asked to interview with Camp leadership.

Questions are welcome! Please direct them to Holly M. Hecht, [holly\(at\)camponas.org](mailto:holly(at)camponas.org).

Employment, Compensation & Benefits:

- This is full-time, exempt position, working an average of 40 hours per week, Monday through Friday with occasional evening and weekend work required.
- Most work will be done remotely, with some scheduled visits to the Camp Office.
- Salary is informed by skills and experience, and begins at \$45,000 annually.
- Health insurance is provided.
- 401(K) eligibility and employer match after one year of employment.
- Paid vacation, sick leave, and paid holidays.
- Camp Onas is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.