

External Relations Engagement Coordinator

Reports To: Director of External Relations

Location: Remote with regular time spent at Ulman House, 2118 E. Madison Street, Baltimore, MD 21205

Exempt/Non-Exempt/Contract/Temporary: Exempt

Full Time/Part Time: Full Time

Standard Office Hours: Normal office hours of 9am-5pm Monday through Friday with some evenings, weekends, and travel required for attendance at and support of fundraising events and experiences

Our Mission: Ulman Foundation is a Baltimore-based non-profit organization that changes lives by creating a community of support for young adults, and their loved ones, impacted by cancer.

Your Role in Our Mission: A significant portion of the philanthropic needs of the Ulman Foundation are met through our portfolio of peer-to-peer fundraising events and experiences. These events and experiences may include 4K for Cancer, Key to Keys, Point to Point, New York City Marathon, GameChangers, Partnered Events, DIY Fundraisers, and other future events and experiences that may arise. The purpose of the External Relations Engagement Coordinator position is to help recruit, select, onboard, provide support to, and manage ongoing relationships with the fundraisers who participate in these experiences and events. The External Relations Engagement Coordinator is responsible for working with the External Relations team, the Development team and others within the organization to ensure that our peer-to-peer experiences are filled, that the fundraisers successfully meet their fundraising goals and have a positive experience within the programs they are a part of, and that they are appropriately stewarded on an ongoing basis to ensure they continue to support and engage with the Ulman Foundation community and mission.

Specific responsibilities, projects, or activities of this position may include:

Fundraiser Recruitment

- Partner with other members of the External Relations team to ensure events and experiences are being strategically advertised and communicated about within and outside of our community
- Execute proactive outreach to community members, experience alumni, partner organizations, and prospective fundraisers about our portfolio of events and experiences
- Attend relevant networking events as needed to establish relationships and expand reach of recruiting efforts
- Conduct interviews with and select potential fundraisers for specific experiences or programs
- Follow up with interested prospects to answer questions, maintain contact, and encourage participation
- Track and report on potential fundraiser pipeline, recruitment activities, and metrics

Onboarding & Fundraising Support

- Operate as initial point of contact for onboarding participants of events and experiences
- Ensure fundraisers are aware of fundraising requirements and accountability mechanisms and that they set appropriate fundraising goals and plans for themselves
- Partner with our Development Coordinator to ensure that fundraising web pages for new fundraisers are appropriately set up, that fundraisers understand how to utilize all of the tools and capabilities at their disposal, and that incoming donations are tracked and credited appropriately
- Answer fundraiser questions and proactively provide tips, tools, incentives and ideas to support fundraising success
- Proactively monitor fundraiser progress and provide reporting to the Director, External Relations
- Coordinate with External Relations teammates and support event logistics as needed throughout the experience and event planning and execution process to ensure fundraisers have the information they

need to prepare for the event/experience, have a positive experience, and have a positive impact on the experiences of others and our community

Fundraising Alumni Relations

- Follow up with fundraisers after their event or experience has happened to get feedback, continue the relationship, and encourage them to consider what their next step in supporting and participating in the Ulman Foundation community might be
- Continue proactive outreach and engagement with previous fundraisers to steward them throughout their engagement with the Ulman Foundation and continue to build and maintain relationships with them over time
- Partner with colleagues in Development to appropriately refer fundraisers and donors into our development pipeline.
- Track relevant strategic communications and information in Neon CRM in accordance with organization best practices on relationship management.

Other duties as assigned.

Qualifications/Skills:

This position requires a comfort with and enthusiasm for relationship building and/or fundraising. The ideal candidate for this position has fundraised to support a cause themselves and/or has experience in relationship management, sales, customer service, or another related field. A significant amount of our recruitment and fundraising takes place online through social media - candidates for this role must be comfortable with utilizing their social media presence for professional purposes. This position also requires an ability to work effectively with partners from across the organization and a desire to integrate oneself into the Ulman Foundation community.

- Passion for, understanding of, and commitment to delivering on the mission of the Ulman Foundation and ensuring the success of our peer-to-peer fundraising events, and experiences
- Strong written and verbal communication skills and emotional intelligence - a people person who loves connecting with others and building authentic and meaningful relationships
- Ability to recruit fundraising participants and to support participants in their personal fundraising efforts
- Strong organizational and time management skills - ability to balance multiple overlapping event and experience priorities at once
- Goal-oriented individual with a demonstrated desire and commitment to setting and exceeding measurable metrics for success
- Ability to work both independently and as part of a team

Preferred Experiences:

- Bachelor's Degree considered
- 1-3 years of relevant experience preferred
- Experience with the Ulman Foundation, the AYA Cancer Community, sales, development, or peer-to-peer fundraising preferred

Compensation: \$38,000 annual salary

To Apply:

Interested candidates should submit a cover letter and resume to careers@ulmanfoundation.org with "External Relations Engagement Coordinator" as the subject line.