



## **FUNDRAISING MANAGER**

**PART-TIME ROLE (20 HOURS/WEEK)**  
**Location: Waterloo (Hybrid role)**



*Silver Lake Mennonite Camp provides an enjoyable setting where spiritual and personal growth are fostered and values and teachings are emphasized. This occurs during summer camp, outdoor education and retreats. Community living, personal discovery, outdoor skills and environmental caring are of primary focus.*

### **FUNDRAISING MANAGER**

Working under the guidance and strategic direction of the Executive Director, the Fundraising Manager oversees and manages SLMC's fundraising and communications within the guidelines of Silver Lake's mission statement and policies and the Ontario Camping Association accreditation standards. This is a year-round position, permanent position.

### **Working Relationships**

- a. With Executive Director: Reports to and is accountable to the ED. Provides information, shares issues regular reports, provides advice; receives direction from the ED.
- b. With Staff: Works alongside staff to enhance understanding of the mission and vision of SLMC and to collect and disseminate success stories.
- c. With Volunteers: Provides direction to volunteers supporting fundraising.

### **Responsibilities**

#### **Fundraising (40% of time):**

- Set clear outcomes and deliver on those outcomes. Be accountable to data-driven results (i.e. how many potential new donors met, how many new proposals, how many new donations have come in in a week)
- Establish annual fundraising work plan in collaboration with Executive Director to meet annual fundraising targets
- Research funding opportunities that align with Strategic Priorities (governmental, corporate, private foundations, etc.)
- Explore and implement innovative fundraising models and campaigns
- Plan and execute fundraising activities and events
- Engage staff and volunteers in ongoing fundraising activities
- Promote, facilitate and support third-party fundraising
- Complete, review and submit grant proposals in collaboration with the ED
- Acknowledge donations and work with the ED to acknowledge major gifts
- Work with the Administrator to ensure that the database is up-to-date and that receipts are issued.
- Respond to all verbal and written requests related to fundraising, including events, in a professional and timely manner.

#### **Communications (40%):**

- Hold a high emotional IQ, working well with people and engaging in a charismatic style of communication  
Communication is relationship-based and as such requires a strong ethical compass with a clear understanding of and capacity to follow the values that Silver Lake holds
- Functions well in a highly collaborative context

- Develop and execute an annual communications strategy, communications targets that includes a social media and website plan– including taking pictures, creating videos and other engaging content
- Prepare and update communications content of marketing materials including newsletter, website content, speaker’s package, presentations, brochures, publications, annual report and related materials)
- Stay up to date on current camping, faith and youth issues and trending topics
- Position SLMC as a premier children’s camp and rental facility
- Act as a media contact, in collaboration with the Executive Director
- Respond to all verbal and written requests related to community engagement in a professional and timely manner

**Administration (20%):**

- Prepare monthly, quarterly and annual activity and impact reports for the ED
- Prepare and present Annual Fundraising Budget in collaboration with the ED

**What you Bring to Silver Lake**

**Experience:**

- Minimum 3 to 5 years’ experience in the not-for-profit sector with demonstrated skills in fundraising, communications, public relations, grant writing
- Superior ability to engage with and communicate to a variety of audiences
- Ability to think strategically
- Demonstrated experience with social media including Facebook and Instagram
- Self-motivated
- Excellent interpersonal and communication skills including social media, graphic design
- Advanced computer competencies (Microsoft Office)
- Database management skills
- Valid Ontario Driver’s License, reliable vehicle, auto insurance, ability to travel **required**
- Ability, willingness to work flexible hours (**some evenings/weekend may be required**)

**Education:**

- University Degree in communications, fundraising, marketing, or equivalent experience

**Assets:**

- Experience in capital campaign(s)
- Experience with [CampBrain fundraising software](#)

**The successful candidate will be asked to provide:**

- Clear Criminal Record/Vulnerable Sector check

**What Silver Lake Mennonite Camp offers you in return:**

- Competitive salary range (\$40k - \$50k – 20 hours per week); commensurate with experience

**Application Details**

To submit your application by January 16, please send your resumé and cover letter to karen@slmc.ca.

We thank all applicants for applying, however, only qualified candidates selected for an interview will be contacted.

*Silver Lake Mennonite Camp (SLMC) strives to be a place of inclusion for everyone of any race, religion, social or economic status, gender and sexual orientation.*