

Los Compadres Job Description: VP Development

03/25/15

Position Summary

The VP of Development is a voting director of the Los Compadres board and is responsible for participating in board discussions and decisions. The VP of Development is also responsible for ensuring the following tasks are completed:

- Setting the high-level goals and strategy for fund raising activities at Longfellow;
- Overseeing fund-raising activities;
- Working with and supervising the managers described below.

Managers Reporting to the VP of Development

Managers are responsible for managing teams, tasks and projects under the direction of a board member. Manager volunteers are recruited by board members each year. Board members may volunteer themselves to any Manager position within their purview. Board members may also volunteer as a Manager for positions managed by other board members with their consent. Managers are not required to attend board meetings, but are expected to work closely with their supervising board member and may be asked to attend board meetings on occasion. Managers may work with any number of additional volunteers to accomplish their specified tasks.

The VP of Development is responsible for recruiting and supervising the following Managers.

- Manager – Annual Giving
- Manager – Jog-a-Thon
- Manager – Silent Auction
- Manager – Grants
- Manager – Family Fund Raisers
- Manager – Merchandise
- Manager – Giving without Giving

Typical Tasks

- Participate in monthly PTO board meetings and monthly PTO general meetings
- Create a high-level development strategy for the year that outlines the major objectives, along with an action plan
- Work with the Managers noted above
- Ensure that event forms are completed for all events as appropriate

Education/Experience

- Experience with event management preferred

Characteristics

- Strong organizational skills
- Team leadership ability
- Desire to serve the PTO, the school, and ultimately the students
- “In touch” with school activities and PTO business, or want to become in touch

Time Commitment

- Summer: Strategy (~ 2-5 hours)
- Ongoing: PTO Board meetings (~ 3 hours a month), PTO general meetings (~ 2 hours a month), working with managers (~ 1-2 hours a month).
- Most of the work can be done on your own schedule —after the kids are in bed, during the day, after work, whatever suits you

Manager – Annual Giving

Summary

Manager – Annual Giving is responsible for managing the Annual Giving fundraiser that takes place in September. This fund-raiser is a direct request of funds from families, with a party (frozen fruit bar or similar) for the classroom(s) with the most kids who donate.

Typical Tasks

- Budget Management - Work within the approved budget
- Team - Create and work with a team to assist with the tasks below.
- Forms - Ensure that event forms are completed as appropriate
- Communication
 - Create a communication plan for the event (eAnnouncement messaging), and provide that plan to the Principal and VP of Communications no later than 1 month prior to the event.
 - Create, print and distribute an Annual Giving flyer and donation envelope
- Collect Donated Funds
 - Pick up fund envelopes from teachers
 - Ensure that another person (not a relative) is present whenever funds are opened/counted
 - Ensure funds are delivered to the Manager – Accounts Receivable
- Record Keeping
 - Ensure accurate records are kept of funds received per student and per classroom
- Party for Winning Classroom
 - Organize a small party for the winning classroom(s)

Characteristics

- Strong organizational and team leadership skills.
- Desire to serve the PTO, the school, and ultimately the students

Time Commitment

- Summer Planning: ~3-5 hours
- September-early October: ~ 3-5 hours a week

Manager – Jog-a-Thon

Summary

Manager – Jog-a-thon is responsible for managing the Jog-a-thon fundraiser that usually takes place around November (aka Turkey Trot). This is our biggest fund-raiser of the year. Families are asked to pledge donations for their students to run in the event (either per lap or flat donation). Prizes are awarded to students who donate above a certain threshold, to students who run the most laps at their grade level and to classrooms who donate the most.

Typical Tasks

- Budget Management - Work within the approved budget
- Team - Create and work with a team to assist with the tasks below.
- Forms - Ensure that event forms are completed as appropriate
- Communication
 - Create a communication plan for the event (eAnnouncement messaging), and provide that plan to the Principal and VP of Communications no later than 1 month prior to the event.
 - Create, print and distribute an Jog-a-thon flyer and donation envelope
- Jog-a-thon Website
 - Los Compadres partners with a jog-a-thon website for student fundraising. The jog-a-thon manager is responsible for configuring that website (teachers, students).
- Collect Donated Funds
 - Pick up fund envelopes from teachers
 - Ensure that another person (not a relative) is present whenever funds are opened/counted
 - Ensure funds are delivered to the Manager – Accounts Receivable
- Record Keeping - Ensure accurate records are kept of funds received per student and per classroom
- Prizes - Organize prizes for student achievements and a small party for the winning classroom(s).

Characteristics

- Strong organizational and team leadership skills.
- Desire to serve the PTO, the school, and ultimately the students

Time Commitment

- September-November: ~ 3-5 hours a week

Manager – Silent Auction

Summary

Manager – Silent Auction is responsible for managing the Silent Auction fundraiser that usually takes place in the spring. Classrooms are asked to create a basket donation for the auction (art project and/or goods/services). Teachers are asked to donate a student event (manicure, movie, surfing, etc.), spots for which are auctioned off. Letters are sent to the community to ask for donations of goods/services.

Typical Tasks

- Budget Management - Work within the approved budget
- Team - Create and work with a team to assist with the tasks below.
- Forms - Ensure that event forms are completed as appropriate
- Communication
 - Create a communication plan for the event (eAnnouncement messaging), and provide that plan to the Principal and VP of Communications no later than 1 month prior to the event.
 - Create, print and distribute a Silent Auction flyer
- Online Auction
 - Los Compadres partners with an online auction website for a portion of the auction. The jog-a-thon manager is responsible for configuring and maintaining that website.
- Silent Auction T-Shirt
 - Work with the Merchandise Manager to create the event t-shirt
- Silent Auction Event
 - Decide on and book entertainment and food
 - Schedule volunteers to assist with the event, including clean-up
 - Collect funds, ensuring that another person (not a relative) is present whenever funds are opened/counted
 - Ensure funds are delivered to the Manager – Accounts Receivable

Characteristics

- Strong organizational and team leadership skills.
- Desire to serve the PTO, the school, and ultimately the students

Time Commitment

- September-December: ~ 3-5 hours a month
- January-Day of Event: ~ 3-10 hours a week, depending on what tasks are delegated
- Day of Event: ~ 6-10 hours

Manager – Grants

Summary

Manager – Grants is responsible for managing grant submissions.

Typical Tasks

- Team - Create and work with a team to assist with the tasks below.
- Decide which grants will be applied for
- Keep an accurate list of grants, including value, date due, goals, status, etc.
- Write and submit grants

Characteristics

- Strong writing skills.
- Desire to serve the PTO, the school, and ultimately the students

Time Commitment

- Ongoing: ~ 2-10 hours a month, depending on grants applied for and how much work is done by the Grant Manager directly and how much is delegated to other volunteers.

Manager – Family Fund Raisers

Summary

Manager – Family Fund Raisers is responsible for organizing fund raising events for Longfellow families.

Typical Tasks

- Team
 - Create and work with a team to assist with the tasks below.
- Communication
 - Create a communication plan for all events (eAnnouncement messaging), and provide that plan to the Principal and VP Communications no later than 1 month prior to the event.
- Family Dinner Nights Out
 - When: monthly
 - Where: local restaurant
 - Why: restaurant agree to donate a portion of each bill (with flyer submitted) during the designated evening
 - What: select restaurants, secure fund raising nights, collect funds.
- Skate Night
 - When: usually in the spring
 - Where: skating rink in Linda Vista
 - Why: fun event, raise funds (flat rate for use of the rink, Los Compadres changes entrance fee)
 - What: book the event, collect entrance fee
- Book Fairs
 - When: one in the fall, one in the spring
 - Where: Longfellow library
 - Why: books for the kids, raise funds
 - What: schedule staffing, setup, break down

Characteristics

- Strong organizational and team leadership skills.
- Desire to serve the PTO, the school, and ultimately the students

Time Commitment

- Monthly: ~ 2-5 hours a month

Manager – Merchandise

Summary

Manager – Merchandise is responsible for selecting, ordering and selling Longfellow merchandise.

Typical Tasks

- Budget Management
 - Work within the approved budget
- Team
 - Create and work with a team to assist with the tasks below.
- Merchandise
 - Select merchandise to sell
 - Work with the Manager Graphic Arts and/or vendors to select designs for merchandise
 - Setup merchandise table to sell merchandise at major school events
- Cash Handling
 - Ensure that another person (not a relative) is present whenever funds are counted
 - Ensure funds are delivered to the Manager – Accounts Receivable

Characteristics

- Strong organizational and team leadership skills.
- Desire to serve the PTO, the school, and ultimately the students

Time Commitment

- Per Event: ~ 1-4 hours (depending on staffing schedule for merchandise table and how much work is done directly by the Merchandise Manager and how much is delegated to volunteers).
- Per Month: ~ 1-4 hours

Manager – Giving Without Giving

Summary

Manager – Giving Without Giving is responsible for organizing fund raising opportunities that are a byproduct of regular activities and don't require families to donate additional funds.

Typical Tasks

- Budget Management
 - Work within the approved budget
- Team
 - Create and work with a team to assist with the tasks below.
- Store Programs
 - Work with stores that offer donations for schools/non-profit organizations (Target, eScripts, Amazon, etc.)
 - Create materials and promote these programs with the community
- Box Tops
 - Create and manage grade level competitions (usually twice per year) based on bringing in box tops (found on food packages)
 - Organize parties for the winning classrooms
- Communication
 - Create a communication plan for all events (eAnnouncement messaging), and provide that plan to the Principal and VP Communications no later than 1 month prior to the event.

Characteristics

- Strong organizational and team leadership skills.
- Desire to serve the PTO, the school, and ultimately the students

Time Commitment

- Monthly: ~ 1-4 hours