



**National Staff Position: Peer to Peer Fundraising Coordinator**

**Reports to: Deputy Chief of Field Fundraising**

**NHQ Department: Development**

A peer-to-peer fundraising program is the engagement of supporters through participation in activities for which they raise funds through their network for an organization. Examples include fun-run sponsorships, donations in lieu of a birthday gift, and walk-a-thons, etc.

This person will have strong communication and organizational skills for liaising with CAP National HQ Development personnel, as well as, a thorough understanding of Peer to Peer fundraising opportunities; be able to assist with questions regarding the planning, coordination and execution of the program; be knowledgeable of the best practices for implementation and marketing of the program.

Specific Duties:

- Liaise with CAP Development Team, CAP NHQ personnel and members at region and unit levels
- Evaluation of past peer-to-peer campaigns, such as “75 for 75” for lessons learned
- Develop an annual unit fundraising campaign which offers a hybrid opportunity to raise funds via in-person and on-line. The campaign should include infrastructure between CAP Development Team and external vendors, budget expectations for promotion and execution of the campaign, marketing to members and for the creation of collateral materials. Ultimate approval of the campaign resides with the Chief of Philanthropy.
- Track and measure unit participation and provide quarterly report for National Staff meetings
- Produce instruction guide for the annual campaign, to include FAQs, processes for implementation, reporting procedures, benchmarks for evaluation and contact support for local units
- Capture best practice stories for the Field Fundraising newsletter
- Be a point of contact for local unit questions