

Fundraising & Sponsorship Director

Position Type: Volunteer

Reports to: Board of Directors, Lacombe Minor Softball Association (LMSA)

Job Description:

The Director of Fundraising and Sponsorship is responsible for developing, implementing, and managing all fundraising initiatives and sponsorship programs for the Lacombe Minor Softball Association (LMSA). This position plays a crucial role in securing the financial resources needed to support the association's programs, events, and operations. The Director will work closely with the Board of Directors, community partners, sponsors, and volunteers to build lasting relationships that benefit the association, ensuring that fundraising efforts meet legal requirements and align with LMSA's overall financial plan.

Key Responsibilities:

Fundraising Initiatives:

- Develop and implement a comprehensive fundraising plan to meet the financial needs of LMSA.
- Plan and execute fundraising events such as raffles, silent auctions, community events, and donation drives.
- Identify and manage short-term and long-term fundraising opportunities that support LMSA's financial goals.
- Coordinate with the LMSA Treasurer to ensure all funds raised are recorded and allocated correctly.
- Pull licenses with the Alberta Gaming, Liquor and Cannabis (AGLC) commission for any LMSA fundraising that requires it (e.g., raffles, event liquor sales).

Sponsorship Management:

- Develop and manage a sponsorship program, identifying local businesses and organizations that align with LMSA's mission.
- Create sponsorship packages that offer value to sponsors, including advertising opportunities at events, on the LMSA website, and through social media.
- Actively seek out and maintain relationships with potential sponsors to secure financial and in-kind support for LMSA's activities.
- Ensure timely communication with sponsors, acknowledging contributions, providing updates, and fulfilling agreed-upon benefits.

Grant Applications:

- Research and apply for relevant grants from government bodies, foundations, and other funding sources to support LMSA's programs and initiatives.
- Work with the Treasurer and other board members to ensure grant applications are completed accurately and submitted on time.

Event Coordination:

- Oversee the logistics and execution of fundraising events, ensuring they are well-organized and promoted.
- Recruit and manage volunteers to assist with fundraising activities, delegating tasks as necessary.
- Coordinate with the Communications Director to promote fundraising events via LMSA's social media channels, website, and newsletters.

Administration and Compliance:

- Provide information and guidance to teams about fundraising compliance, including AGLC requirements for team fundraisers.
- Ensure that team fundraisers are compliant with LMSA policies and provincial regulations, particularly if they involve gaming or liquor sales.

Reporting & Budgeting:

- Provide regular updates to the Board of Directors on the progress of fundraising efforts, sponsorship agreements, and grant applications.
- Work with the Treasurer to track fundraising income and expenses, ensuring that funds are allocated appropriately.
- Prepare end-of-year reports detailing the results of fundraising initiatives and sponsorships, including recommendations for future improvements.

Authority:

- The Director of Fundraising and Sponsorship has the authority to plan, organize, and implement fundraising events and activities in accordance with LMSA's goals and approved budget.
 - Authorized to negotiate sponsorship agreements and manage relationships with sponsors on behalf of LMSA.
 - Can apply for AGLC licenses and grants, with board approval for new opportunities.
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Commitment:

- The Director of Fundraising and Sponsorship is expected to attend regular board meetings and provide updates on fundraising and sponsorship efforts.
 - Time commitment will vary based on the number of fundraising events and sponsorship initiatives but will increase during peak event planning and execution periods.
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Term:

This position runs for a two-year term, with the possibility of reappointment by the Board of Directors.