



## **Every Member Campaign Coordinator**

The purpose of the Every Member Campaign (EMC) Coordinator role is to work in collaboration with the Board of Directors and Communications Committee to actively promote the benefits of the Every Member Campaign, and solicit donation support throughout the year.

### **Roles and Responsibilities:**

- Creates annual campaign plan with fundraising targets to ensure the chapter meets its fundraising goals
- Works with the Membership Committee to ensure EMC information is provided to new and existing members
- Works with the Communications Committee members to create promotional materials to promote and solicit support of the EMC by informing the membership of the impact of their donations
- Ensures frequently scheduled communication to maintain supporter engagement as scheduled through project management software, as well as publishing other time-sensitive content as required
- Create content in line with AFP and EMC Brands through design software
- Provide the Director, Communications with regular updates on campaign progress for monthly Board Meetings
- Keep up to date with AFP Global's EMC goals and initiatives, by attending meetings (virtual) as they are available
- Actively participates in committee and board planning as required
- Promotes the mission and vision of AFP Edmonton & Area Chapter
- Acts as a board liaison, and resource to fellow fundraising professionals
- Turn over to the successor all chapter records and/or property immediately upon completion of term or resignation prior to completion of term

**Length of Term:** 1 year terms with the maximum of eight terms total

**Average Time Commitment per Month:** 4-8 hours per month

- Committee Meetings: 1-2 hours monthly
- Portfolio Work Time: 3-6 hours monthly\*
- Total monthly commitment: 4-8 hours per month

*\*It is important to note that work within Working Groups will fluctuate throughout the year. The estimates above reflect the average amount of time projected.*