

May 2017

## **Campaign for Justice Seeks Campaign Coordinator**

The annual Campaign for Justice seeks a Campaign Coordinator to develop and execute campaign strategies to generate funds to help low income Mainers gain access to civil justice.

### **WHAT IS THE CAMPAIGN FOR JUSTICE?**

The Campaign was founded in 2004 by leading Maine lawyers and judges looking for ways to expand access to justice in civil matters for Maine residents living in poverty. This group convinced six Maine legal aid providers to cease their separate solicitations to the legal community and to let a committee of lawyers and judges solicit their peers annually on the providers' behalf. At that time, none of the providers had development staff, and they collectively were raising \$83,000 from the legal community almost exclusively through direct mail appeals.

The Maine Justice Foundation is the home of the Campaign. The six providers supported by the Campaign are: Pine Tree Legal (est. 1967), Cumberland Legal Aid Clinic of the University of Maine School of Law (est. 1970), Maine Legal Services for the Elderly (est. 1974), Maine Volunteer Lawyers Project (est. 1983), Immigrant Legal Advocacy Project (est. 1993), and Maine Equal Justice Partners (est. 1996).

Each year, a member of the Maine bar is chosen by his or her peers as Campaign Chair. The Campaign relies on 60 to 120 volunteers from throughout the state's legal community. Many serve multiple years, but some serve only one year because of their relationship with the Chair. In 2016, the Campaign raised more than \$600,000 from about one-third of the legal community. Around 60% of the people in the database have given to the Campaign at least once.

Since its beginning, the Campaign has had a permanent oversight committee called the Steering Committee. Its charge is to provide continuity and to be the long-range steward of the annual solicitation. The Steering Committee: 1) is composed of new, mid-career, and senior attorneys who serve three-year terms, as well as the executive directors of the providers and Maine Justice Foundation; 2) establishes the Campaign's five-year strategic plan with goals to expand participation and increase gifts, plan for volunteer recruitment and expansion, and promote cultivation, recognition and communications; 3) conducts an annual evaluation of progress on strategic plan goals; 4) meets quarterly; and 4) has four committees: Executive, Cabinet, Marketing and Stewardship.

### **HOW TO APPLY**

Applicants should submit their applications to Diana Scully, Executive Director, Maine Justice Foundation by email ([info@justicemaine.org](mailto:info@justicemaine.org)) or by mail (40 Water Street, Hallowell, ME 04347). Interviews will begin after June 2, 2017 and will continue until the position is filled. Applications must include a cover letter, a resume, and the names and contact information for 3-5 references.

## **OVERVIEW OF CAMPAIGN COORDINATOR POSITION**

The Campaign Coordinator position is full-time, but the Campaign is open to flexible scheduling and time commitments, depending on the knowledge, skills and abilities of the prospective Coordinator. Employed by the Maine Justice Foundation, the position reports on a regular basis to the Foundation's Executive Director and on a quarterly basis to the Campaign Steering Committee. The Foundation provides the Coordinator with part-time support staffing.

The Campaign Coordinator is responsible for developing and executing each year's Campaign strategies to meet the goals of the Campaign's strategic plan, while also considering the strengths of each year's Campaign Chair and any potential challenge gifts or legal community sectors. Therefore, the Campaign Coordinator should have excellent data analysis skills, excellent communication skills to assess a volunteer's personal solicitation strengths and challenges, strong experience in successfully matching data indicators and volunteer strengths and challenges with the right strategies, and experience in volunteer recruitment, training and support.

While no two years of the Campaign will ever be alike because of the nature of changing goals, chairs, volunteers, and challenge gifts, the Campaign Coordinator needs to be particularly aware that 80% of the Campaign is raised from gifts of \$1,000 or more and members of the state's eight largest firms. Therefore, the Campaign Coordinator should be well versed in best practices of major donor cultivation, solicitation, and stewardship and should demonstrate experience in building major gifts and in stewarding donors—personally, by training and using volunteers, and through establishing programs.

With an eye toward future campaign growth, the Campaign Steering Committee's strategic plan sets not only goals for dollars raised each year but also goals for donor retention and acquisition. The Campaign Coordinator should have knowledge of national trends in and best practices for donor retention and acquisition as well as demonstrated experience in successful use of those practices.

## **CAMPAIGN COORDINATOR QUALIFICATIONS**

### ***Education and Certification***

- A bachelor's degree is required; an advanced degree is preferred.
- Certified Fund Raising Executive (CFRE) designation is a plus.

### ***Experience, Knowledge, Skills and Abilities***

- Four or more years of relevant, successful experience in managing and growing annual funds.
- Experience in best practices to cultivate, solicit and steward top tier annual gifts.
- A demonstrated ability to establish long-term relationships with top tier annual donors both personally and through guiding leaders and volunteers.
- Exceptional skills in data analysis and knowledge of trends and research about using analysis results to build a stronger annual campaign.
- Strong knowledge of best practices to achieve donor retention and acquisition and annual growth.
- Experience in recruiting and training volunteers, and supporting with positive feedback and recognition.

- Excellent oral and writing skills to present, in a clear and compelling manner, the impact of having access to legal assistance on those living in poverty and the legal community's role in increasing access.
- Strong experience in using software related to donor records and reporting, publication design, and web content management.
- Knowledge of how poverty affects access to justice, various types of civil legal aid, and how civil legal aid helps individuals and communities.
- Persuasive, persistent, and motivational ability.
- Recognized for initiative with a self-starting and resilient spirit.

***Core Value***

- The ideal candidate will hold as a core value fair and equal access to civil justice for poor and vulnerable Mainers.

**CAMPAIGN COORDINATOR RESPONSIBILITIES**

- Serves as an advisor and guide to the Steering Committee and its subcommittees (Executive, Marketing and Stewardship) on questions related to the development, execution and evaluation of policies and goals for maintaining and growing the Campaign for Justice.
- Develops annual solicitation strategies, timelines and materials, using best practices, maximizing the strengths of the Campaign Chair, and training volunteers (both those on the Campaign Cabinet and fundraising volunteers).
- Executes the solicitation plan with the Chair and volunteers following an established timeline—analyzing progress throughout the year, troubleshooting and adjusting as needed, and alerting the Campaign Chair, Steering Committee, or Foundation's Executive Director of any concerns or needs.
- Develops a close positive working relationship with the Campaign Chair and supports the Chair with training, materials, and encouragement throughout the year.
- Creates and oversees the distribution of Campaign solicitation materials, donor communications, the annual report, and basic web content.
- Develops thorough knowledge of each provider's work, maintains a close working relationship with each provider, and brings questions that arise during the Campaign about their work to the attention of the providers.
- Oversees the work of part-time administrative staff in data entry, reporting, donor communications, and other support within time allotted for the Campaign.
- Meets on at least a quarterly basis with the Campaign Steering Committee and its subcommittees, and on a regular basis with the provider executive directors and the Maine Justice Foundation Executive Director.
- Develops an annual budget, oversees the expenditures within the approved budget, and works with Foundation staff to complete all needed reporting on gifts and the budget.