



## Employment Opportunity: Fundraising, Communications, and Evaluation (Full Time)

The BDA is a participatory, membership-based nonprofit organization that works to nurture the North American biodynamic movement as a diverse, collaborative, and thriving ecosystem. We aim to incubate strong leadership in the biodynamic community; grow the community of biodynamic farmers, ranchers, gardeners, and land stewards; communicate the powerful vision of biodynamics and the potential it holds for the Earth; and nurture the deep spiritual roots and insights of biodynamics.

We have a strong commitment to diversity, equity, and inclusion in our work and in the world we inhabit, which is outlined in our [Diversity, Equity, and Inclusion statement](#), and we expect all team members to participate in enacting this commitment.

The BDA strives to embody biodynamic principles in how we operate as an organization, and we have an agile, living approach to organizing our work. Drawing inspiration from Reinventing Organizations, Holacracy, and [other evolutionary organizational models](#), our organization is structured into self-managing circles made up of a number of roles focused on different areas of work that support the organization's mission and theory of change. Most people on the BDA staff fill multiple roles, and the structure of circles and roles evolves to meet the changing needs and opportunities that the BDA encounters and the developing interests and capacities of staff.

Our [Core Beliefs](#) outline more about how the BDA works in the world, as well as how we work as an organization.

### Position Summary

We are seeking someone with a passion for fundraising, communications, and evaluation to join our geographically-distributed [staff team](#) in a full-time position beginning May 1, 2020, initially filling the following roles:

Role	Purpose	Accountabilities
Grassroots Fundraising Steward	Engage and grow a broad base of supporters at all levels of financial means in donating to make the BDA's work possible.	<ul style="list-style-type: none"><li>Managing BDA grassroots fundraising appeals, including a summer Crowdfunding Campaign for conference scholarships, a Fall Appeal for support of BDA programs, and a Spring Membership Campaign</li><li>Collaborating with Major Gifts Cultivator to determine fundraising goal and identify lead/challenge donors and ask amounts for each grassroots appeal</li><li>Identifying the target audiences for each appeal, determining mailing list criteria, reviewing and editing</li></ul>

		<p>mailing lists generated by Civi Steward, and sending mailing lists to printer</p> <ul style="list-style-type: none"> <li>● Developing and implementing a communications plan for each appeal, including print, electronic, and phone outreach and acknowledgment, in collaboration with Donor Communications Coordinator, Executive Director, Major Gifts Cultivator, Fundraising Messaging Maven, and other roles relevant to focus of the appeal.</li> <li>● Determining and coordinating with printer/mail house for mailed appeals, creating or coordinating the creation of print-ready materials and sending to the printer, reviewing proofs, and confirming that all materials have been properly printed and mailed</li> <li>● Entering donations and membership contributions received by mail into Civi</li> <li>● Tracking online donations, mail donations, and pledges collected towards each appeal</li> <li>● Developing and promoting a legacy giving program for the BDA in collaboration with Major Gifts Cultivator</li> <li>● Managing the Silent Auction at the BDA’s annual conference, including identifying and reaching out to silent auction donors, and coordinating with relevant Conference Circle roles to secure space for the silent auction at the conference venue, organize the shipping and storage of donated items and related materials, secure on-site volunteer support, communicate about the silent auction with conference participants, and manage the collection of payments and distribution of items to winners.</li> <li>● Assisting the Major Gifts Cultivator with planning and implementing other fundraising events and projects.</li> </ul>
<p>Donor Communications Coordinator</p>	<p>BDA donors feel connected to our work and understand the impact of their giving</p>	<ul style="list-style-type: none"> <li>● Identifying and attending to needs for communication with BDA donors so that they feel connected to our work and understand the impact of their giving</li> <li>● Regularly updating donation acknowledgment language with support from Fundraising Messaging Maven, monitoring and updating automated email acknowledgments, and sending paper acknowledgment letters to donors without email addresses</li> <li>● Arranging for timely handwritten thank you notes and personal thank you calls from staff/board to donors who make a gift or membership contribution above \$100</li> </ul>

		<ul style="list-style-type: none"> <li>● Writing and distributing follow up emails and letters to donors sharing the impact of their gifts with support from Fundraising Messaging Maven</li> <li>● Contributing to development and implementation of the communications plan for each fundraising appeal, in collaboration with Grassroots Fundraising Steward</li> <li>● Contributing to grant proposals and reports</li> <li>● Identifying potential new major donors based on gifts that come in, and supporting Major Gifts Cultivator in strategizing and implementing communications with current and potential new major donors</li> <li>● Identifying potential new business partners based on gifts that come in, and supporting Business Relationships in strategizing and implementing communications with current and potential new business partners</li> <li>● Interviewing donors and writing or editing donor profiles and stories to be shared through the journal, blog, and other communications avenues</li> <li>● Managing the development, publication, and distribution of the BDA's annual report</li> <li>● Scheduling and taking notes for board Abundance Circle meetings</li> </ul>
<p>Evaluation Artisan</p>	<p>The BDA receives constructive and actionable feedback on its programs and operations and evolves to better meet the needs of its stakeholders</p>	<ul style="list-style-type: none"> <li>● Stewarding evaluation of all BDA programs, including the Conference, Cross-Cultural Connections, Farmer Training, Membership, Online Courses, Research, and Webinars, in collaboration with staff who are coordinating those programs</li> <li>● Researching best practices in evaluation and integrating them into BDA evaluation processes</li> <li>● Determining meaningful qualitative and quantitative measures of impact and effectiveness of BDA programs, in collaboration with other staff</li> <li>● Designing surveys to measure the identified qualitative and quantitative indicators, including different versions for different types of participants as needed (e.g. conference attendees/presenters/sponsors, or farmer training trainees/mentor farmers), with input from other staff</li> <li>● Creating, testing, and distributing online surveys, and coordinating layout, proofing, printing, and distribution of paper versions when needed for in-person events</li> <li>● Coordinating data entry and analysis of all survey results</li> </ul>

		<ul style="list-style-type: none"> <li>● Designing, conducting, and supporting other staff in conducting verbal evaluation interviews with select program participants</li> <li>● Determining which demographic information will be collected on membership forms, registration forms, surveys, and other online forms, verifying that these have been included and are consistent in all forms, and maintaining ongoing records of aggregate demographic data of people who interact with the BDA through these forms</li> <li>● Sharing evaluation results regularly with relevant roles and circles, and compiling and sharing evaluation reports for internal use as well as for inclusion in grant reports and proposals and public communications</li> </ul>
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## Qualifications

To fill the roles that we currently have open, we are seeking candidates with specific skills, experience, and enthusiasm relevant to the following:

1. Designing and implementing successful grassroots fundraising projects, including online and direct-mail campaigns as well as in-person fundraising events
2. Proactive donor-centered communication and relationship building, including identifying and reaching out to new potential donors
3. Writing, editing, and designing communications targeted to specific audiences (experience with InDesign or other design software and online WYSIWYG or HTML editors preferred)
4. Maintaining detailed and accurate records of all donor interactions and generating reports through contact database and/or Constituent Relationship Management tools (ideally [CiviCRM](#))
5. Setting and measuring meaningful and useful metrics for a variety of programs and analysing and reporting on results

Candidates who are a good fit for these roles and the BDA will additionally demonstrate:

- Enthusiasm for biodynamic and regenerative agriculture, and openness to discussing and exploring the spiritual dimensions of biodynamics
- Excellent interpersonal communication skills
- Fluency in English, with at least conversational proficiency in Spanish preferred
- Good time management and capacity to prioritize competing tasks
- A high degree of organization and attention to detail
- Tech savvy; proficiency with MS Office suite, Google suite, and internet research; and interest in learning and applying new technologies
- Ability to proactively communicate and ask questions

- Willingness to give, receive, and act on honest feedback
- Warmth, kindness, and a sense of humor and fun

It is also essential that you are inspired by and drawn to our organizational mission, and have the capacity and enthusiasm to function well within our organizational structure, which offers a great deal of flexibility and freedom while requiring a high level of motivation, communication, transparency, and accountability.

### **Location and Time Commitment**

The BDA is a geographically-distributed, North American organization. We strive to create a dynamic, supportive, and flexible organization that allows each employee to realize their creative potential in their work.

All of our staff currently work primarily from home. We have an administrative office in East Troy, Wisconsin. Staff are in daily communication through online project management software, email, phone, and video meetings. Occasional travel for meetings, events, and conferences is required.

BDA employees are responsible for setting their own work schedules in coordination with other roles they collaborate with, and communicating their schedules clearly to the rest of the team. Regular availability Monday - Friday during standard business hours is essential. Due to our spread across time zones, most staff circle meetings take place between 9am-2pm PT/12pm-5pm ET.

We have a strong preference for hiring someone who can commit to a full-time position (40 hours per week) beginning May 1, 2020 in filling the above roles, as well as other roles relevant to their skills and interests that may arise in the future.

### **Pay and Benefits**

BDA employee pay is determined through our collaborative pay setting and budgeting processes, which take into consideration the needs and gifts of each employee and the organization as a whole. Please read our [Guiding Principles for Pay Setting at the Biodynamic Association](#) for more information. The resources we currently have available will support a starting pay rate for this position equivalent to \$15.23-19.42 per hour or \$31,678-\$40,400 FTE salary for our April 1, 2020 - March 31, 2021 fiscal year.

Benefits include four weeks paid time off and eleven paid holidays per year, reimbursement for qualified health expenses of up to \$200 per month (for employees working at least 20 hours per week), and the option to participate in a retirement savings plan.

### **Application Process and Timeline**

The Biodynamic Association is an equal opportunity employer with a [strong commitment to Diversity, Equity, and Inclusion](#). People of color, people of all ethnic backgrounds and religious affiliations, people of all sexual orientations and gender identities, and people with disabilities are encouraged to apply.

To apply, please send an email to [resumes@biodynamics.com](mailto:resumes@biodynamics.com) with the following format (applications not sent in this format will not be considered):

Email subject line: **Fundraising/Comms/Eval: [Your full name], [City, State]**

Within the **body of your email**, include a brief personal statement addressing:

1. Why you are interested in working with the Biodynamic Association
2. How your skills, interests, and experience intersect with the responsibilities and qualifications of these roles
3. Your time availability including hours per week, any fixed constraints on your work schedule, and when you would be available to begin work
4. Your desired work location
5. Anything else you want us to know about you

Attach your **current resume as a PDF** with the file name: **[Your Full Name] Resume**

Applications will be reviewed and interviews will be scheduled on a rolling basis beginning **Wednesday, April 8**. We anticipate a start date for this position of May 1, 2020.

Email [resumes@biodynamics.com](mailto:resumes@biodynamics.com) with any questions. No phone calls, please.