



Dave Thomas  
Foundation  
for Adoption®

## POSITION DESCRIPTION

**Position Title:** Coordinator, Events and Partnerships  
**FLSA Status:** Exempt  
**Prepared Date:** May 2022  
**Department:** Marketing and Development  
**Reports To:** Director, Events

## STATEMENT OF PURPOSE

In concert with the Dave Thomas Foundation for Adoption Development team and reporting to the Director, Events, this role will assist in the implementation of a comprehensive event plan to support the financial goals and strategic growth of the Foundation. This position will assist in the execution of event management cycles from inception to completion, with an emphasis on donor centered fundraising that ensures an excellent guest experience and partner satisfaction. In addition, this role will assist the Wendy's partnerships team in the coordination of fundraising duties for the Wendy's system in the United States and Canada. The Coordinator, Partnerships & Events will maintain positive relationships with internal and external partners, provide expert guidance to event vendors and staff, and exercise industry best practices.

## ESSENTIAL FUNCTIONS

1. Coordinate the full execution of both planned and opportunistic third-party events
  - Lead internal and external cross-functional teams to successfully deliver event tactics
  - Schedule meetings and perform project-management duties, including agendas and notes
  - Interact with donors, ensuring the utmost professionalism and enhancement of the Foundation's reputation
  - Conduct post-event analysis to include financial results and comparisons to prior years as appropriate. Suggest improvements forward
2. Assist the Director, Events with the detailed execution of a comprehensive, multi-tiered fundraising and cultivation event plan in support of the Foundation's development goals, to include both Wendy's and non-Wendy's related events
  - Assist with securing in-kind donations
  - Assist with the execution of the events from inception to completion
3. Assist the Partnerships team in support of Wendy's System fundraising, cultivation and stewardship efforts
  - Assist with Wendy's restaurant campaign data and franchise data management
  - Support regional Wendy's franchise fundraising campaigns
  - Create presentation materials
  - Coordinate stewardship tactics
4. Perform other duties as necessary.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

College degree, preferred

## **KNOWLEDGE AND SKILLS**

A successful candidate should demonstrate:

- 1-2 years of experience in event planning and executing events
- Knowledge of fundraising strategies, including how events support a donor cultivation plan
- Proven ability to network, build relationships and lead groups of people
- Ability to recruit, motivate, manage and maintain groups of volunteers for event support
- Ability to perform several tasks concurrently with high attention to detail; project management and organizational skills
- Knowledge in generating and analyzing event metrics
- Proficiency in Microsoft Office including Word, Excel, and PowerPoint and ability to learn and use a donor management system
- Commitment to working with a collaborative team
- Dedication to upholding the ethical and confidentiality guidelines of the Dave Thomas Foundation for Adoption and the Association of Fundraising Professionals (AFP)

## **TRAVEL**

Moderate travel required