# **Application for YJA Executive Board**

Position: Director of Fundraising

Name:

Email:

City, State:

Phone Number:

Date of Birth, Age:

Times Available for Interviewing (ex. Mon evenings):

## Instructions

1. Applications are due **Saturday, July 31st at 11:59 PM PST.**
   1. Complete this application, incl. the associated work product - help us get to know you!
   2. Check your eligibility for the position at [yja.org/elections](https://yja.org/elections).
   3. You can apply to more than one position. For a list of positions and their descriptions, see [yja.org/elections](https://yja.org/elections).
2. Submit **all parts** of your application by using the *Submit Application* button at [yja.org/elections](http://yja.org/elections):
   1. Written application (Word Document), file name “NAME – Director of Fundraising Application”
   2. Resume (PDF), file name “NAME – Resume”.
      1. If you are in high school or college and do not currently have a resume, please email [elections@yja.org](mailto:elections@yja.org) for instructions on what to submit instead!
   3. Work product - please see instructions in the application.

## Next Steps

1. If selected for an interview, we’ll contact you by **email** to schedule it anytime between when you submit your application and August 15. Please respond promptly! Interviews may take place on a rolling basis, so we HIGHLY encourage you to submit as soon as your application is completed!
2. If you have **any** questions or concerns along the way, please don’t hesitate to email us at [elections@yja.org](mailto:elections@yja.org). Have fun and good luck - we can’t wait to hear from you!

*All the information in this application is true to the best of my knowledge. If I am offered a position on the YJA Executive Board and accept it, I will fulfill the duties of that position to the best of my ability!*

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Signature (sign or type your name) Date

## Application

Please limit each answer to no more than 150 words, unless otherwise noted

1. Based on the position description below, what makes you most suited for the role of Director of Fundraising? What are some of your strengths and weaknesses, and how would you apply them to this role?
2. To raise funds in the past, YJA has initiated projects such as [Giving Tuesday](https://www.facebook.com/donate/2762276690491626/2878875178791677/) and has experimented with different methods for raising money. What ideas do you have for new fundraising initiatives that YJA can pursue? How would you measure success?
3. What do you see as YJA’s biggest area of improvement, with respect to its fundraising efforts and initiatives? What are some actionable steps you propose to remedy this problem?
4. As an ethical and religiously affiliated non-profit organization, how can we take our mission-oriented fundraising to the next level over the short-term and long-term? In addition, what criteria would you use to evaluate whether YJA should donate to or support a specific cause or organization?
5. Maintaining relationships with prior donors is essential for achieving effective and sustainable fundraising. How do you recommend we continue to grow our relationships with prior donors? How would you cater to the different types of donors (ages, geographies, etc.) to best engage them?
6. Although keeping in touch with alumni can be a challenge, they are some of our most supportive donors. How do you plan on continuing to build relationships with our alumni?
7. YJA Shop is a recently developed fundraising initiative which uses an online shop to sell YJA-themed merchandise. What would your ideal vision for a YJA store be? What skills do you have with negotiation and communication with vendors?
8. Working on several projects at once is an integral part of being the Director of Fundraising. As such, managing and motivating a committee are incredibly important aspects of the role. How would you divide work among your committee, and how would you keep them engaged while making sure they meet your goals and deadlines?
9. Please list your other commitments for the 2021-2022 year.

**OPTIONAL:** If there is anything else you would like us to know about your background with Jainism, Jain communities, or Jain-related activities you have participated in, please write it below. Your application will not be negatively affected if you do not answer!

## Work Product

### Background

Before beginning this work product, take a moment to familiarize yourself with Giving Tuesday: <https://www.givingtuesday.org/about>.

Giving Tuesday is one of YJA's biggest fundraising events of the year. This is when we raise the bulk of our operational funds and is one of the most important projects for the Director of Fundraising.

### Task

Draft a plan that would include pre-launch preparation, launch management, and post-launch consolidation of YJA's Giving Tuesday campaign tailored towards outreach to members, Jain Centers, alumni, and friends and family. Make sure to include the following:

* A plan for primary tasks needed for preparation and outreach
* An example email template of outreach to a Jain Center
* A PR plan
* Criteria for post-campaign evaluation

**Submit the draft emails and explanatory text in one file with the file title "NAME - Fundraising Work Product".**

If you have ***any***questions, difficulties, or confusion, **please don’t hesitate** to email us at [elections@yja.org](mailto:elections@yja.org)! We’re happy to help!

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## Position Description

**The primary duties of the Director of Fundraising shall include, but not be limited to:**

1. Seeking innovative ways to make the Organization financially self-sufficient;
2. Overseeing and implementing new and existing fundraising initiatives, such as the Giving Tuesday annual fundraiser, by:
   1. Coordinating fundraising projects with Executive Board members, Subcommittee members, and Local Representatives from various Sanghs and regions;
   2. Creating and maintaining a list of fundraising projects for the year with specific goals and deadlines;
   3. Reviewing list(s) of previous fundraising projects to determine successes and suggests improvements;
3. Maintaining consistent communication with the Organization’s donors and ensuring timely follow-up, including at a minimum but not limited to:
   1. Working with the Director of Finance to send tax receipts;
   2. Calling (preferred) or emailing to thank a donor after every donation; and
   3. Managing the creation and sending of a quarterly (at least) donor newsletter;
4. Maintaining the Organization’s donor database on Salesforce;
5. Coordinating with the Director of Events to organize local events at Sanghs to strengthen relations between YJA and the Sanghs;
6. Leading board efforts on consistent outreach to and communication with:
   1. Sangh Executive Committees and leaders; and
   2. YJA Board and Convention Committee alumni;
7. Managing the YJA shop by:
   1. Planning, creating, and organizing designs for merchandise, working with the Director of Public Relations as needed;
   2. Selecting merchandise to be sold and working with the Co-Chairs to determine pricing; and
   3. Communicating with vendors regarding designs, pricing, website, shipping, etc.;
8. Being the primary point of contact for and developing long term relationships with external businesses and vendors, including but not limited to:
   1. All vendors for YJA merchandise, internally and externally;
   2. Potential advertising companies for the Organization’s website and publications;
   3. Jain friendly organizations that the Organization may partner with for events; and
   4. Other businesses and organizations that share Jain values;
9. Utilizing a subcommittee as needed to support these initiatives; and
10. Fulfilling their individual obligations as set forth in the YJA Operating Manual.

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## Eligibility Requirements

1. Minimum age requirements:
   1. Are a minimum of eighteen (18) years of age (as of July 31, 2021); OR
   2. Are a minimum of sixteen (16) years of age (as of July 31, 2021) and have either:
      1. Served as a recognized Local Representative, Subcommittee, Project Team, or Convention Committee member with a letter of recommendation from a current Executive Board member; OR
      2. Submit, with their application, a letter of recommendation from a member of the executive committee from their local Jain center.
2. Maximum age requirements:
   1. Are not 30 years of age until after September 15, 2022.

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## FAQ and Tips

**Q: Can I apply for more than one position?**A: Yes, you can apply for more than one position! You must submit a separate application for each position you are interested in. During your interview, we may ask you for your order of preference among the positions you applied for.

**Q: What if I’ve never been involved with YJA? What if I’ve never been to pathshala? What if I come from a small town where we have no Jain temple, or no Jain center?**A: There is no “required” background with Jainism to be on the Executive Board. It doesn’t matter if you’re from a big city or a small town, if you’ve been to every convention or if you just started learning more about Jainism this past year - we’re looking for enthusiastic, hard-working people who are excited about helping connect Jain youth across the country, period. If that’s you, apply!

**Q: What if I don't live near a Jain community, sangh or temple?**

A: No problem! Board members have lived all over the country - sometimes even working from abroad! - without any issue. It is important to us to have the perspective of Jain youth in all different situations, including those who do not have easy access to a Jain community.

**Q: What if I’ve never held a position like this before?**A: Again, there is no “required” set of experiences to be a good fit for the Executive Board - our current board has graduate students, working professionals from various industries, college, and even high school students! We want to hear about the skills and interests you have, but there are also many that we can teach you! When thinking about what you want to apply for, look for the position description that is a good fit with both your background and your interests.

**Q: What is a work product?**A: The work product is an example of something that the Board member holding that position does as a part of their day-to-day YJA responsibilities. Seeing a work product helps us better understand your working style, and what you might create or do if you were in that position on the YJA Board. Work products will be looked at in the context of your application and background, so again, don’t worry if you’ve never done something like this before! Just follow the instructions and do your best.

**Q: Why are you asking for a resume?**A: We’ve found that involvement with Jainism is not the only thing that helps us as Executive Board members - we all use skills and experiences from school, internships, and work, as well! Seeing your resume gives us a quick look into this background. No need to modify, just send us your existing resume as-is. Again, if you are in high school or college and don’t have one yet, email us at [elections@yja.org](mailto:elections@yja.org)! This will not negatively affect your application.

**Q: Should I talk about my activities or work experience extensively in my application?**A: No need to rehash your resume in your application - use examples as appropriate, but make sure you’re actually answering the questions and helping us learn more about you!

**Q: Any other tips for application writing?**A: Stick to the word limits - less is more! Proofread your application - typos, grammar and spelling mistakes all make it more difficult to understand what you're trying to convey.