# **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 **Sunday, July 9th 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 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 July 28th. 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!*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature (sign or type your name) Date

## Application

Please keep all responses within 100 to 200 words, unless otherwise noted.

1. Based on the position description below, what strengths can you apply 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. Let’s say the Convention fundraising goal for the upcoming year is $200,000. What fundraisers and/or fundraising initiatives would you plan and encourage your stakeholders (people with an interest in YJA) to help out with to get to this goal? Which groups of donors would you reach out to/encourage your fundraising committee to reach out to? (can be up to 400 words, feel free to be concise)
3. How has YJA impacted your life? What is YJA’s impact on the Jain youth community? The answers to this question will serve as your story to convince others to help fundraise and donate.
4. 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?
5. With YJA being an ethics and religion-oriented non-profit organization, some donors will be hesitant pledging to YJA as opposed to a more outward, impact-based non-profit. To this donor persona, how can you assure that YJA is a worthwhile organization to support?
6. 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?
7. 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?
8. Motivating YJA members to fundraise is an incredibly important aspect of the role. How will you motivate YJA members to help fundraise? This can be next year’s board, the fundraising committee, or YJA members passionate about helping YJA.
9. 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?
10. Please list your other commitments for the 2023-2024 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>.

YJA’s fundraising efforts typically begin with the Giving Tuesday campaign, one of the organization’s biggest fundraising events of the year taking place in November. 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. The main function of the role is:

1) Motivating and coaching others to help fundraise for YJA

2) Directly convincing YJA supporters to directly donate, through phone calls, text messages, or in person conversations (i.e. sangh tabling, social gatherings)

YJA supporters include parents of YJA members, YJA youth, sanghs, and alumni. 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!

## 

## Position Description

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

1. Seeking effective ways to make the Organization financially self-sufficient;
2. Strategizing, planning, and implementing fundraisers, such as the annual Giving Tuesday fundraiser, trustee matching, corporate matching, crowdsourcing, competitions, sangh presentations, and individual and business outreach
   1. Coordinating and encouraging fundraising projects with Executive Board members, Committee members, and Local Representatives from various sanghs and regions;
   2. Creating and maintaining a list of fundraising projects with specific goals and deadlines;
   3. Reviewing list(s) of previous fundraising projects to determine successes and suggests improvements;
3. Reaching out to past and prospective donors through phone calls for funds;
4. 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.
5. Collaborate with other board members in various ways including:
   1. Finance: confirm donation receipt and process donations;
   2. Technology: creating fundraising platforms on the YJA website;
   3. Public Relations: posting fundraiser initiatives via social media;
   4. Publications: sharing fundraising initiatives via the biweekly email newsletter;
   5. Events and Regional Coordinators: sangh introductions and help with fundraising within their regions;
   6. Co-Chairs and DoPD: alignment, strategy support, help with keeping the board energized for fundraising, and calls with high value donors.
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. Leading special fundraising projects (e.g., YJA shop, endowment) by working with other directors as needed, executing initiative, and managing relevant communications
8. Utilizing a committee as needed to support these initiatives; and
9. Fulfilling their individual obligations as set forth in the YJA Operating Manual.

## 

## Eligibility Requirements

1. Minimum age requirements:
   1. Are a minimum of eighteen (18) years of age (as of July 31, 2023); OR
   2. Are a minimum of sixteen (16) years of age (as of July 31, 2023) 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, 2024.

## 

## 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.