

FUNDRAISING/MARKETING DIRECTOR



- Initiate and conduct fundraising for program.
- Explore and develop overall program sponsorship opportunities.
- Develop organizational plan for marketing and serve as point person for VillageFest parade and activities.
- Investigate and implement fundraising opportunities through the use of apparel or Spirit Wear. Develop projected budgets and goals for entire fundraising platform.
- Develop new ways to market/advertise and develop the program's brand through a variety of mediums (print, web, signage, etc..)
- Exploration and development of alternative fundraising models to achieve potential budgetary shortfalls due to future equipment/scholarship needs.
- Serve as point and Chair of Huskie Bowl fundraising activities.

- **Huskie Bowl Responsibilities:**
 - a. Attract donors for silent auction items.
 - b. Attract donors for raffle items.
 - c. Negotiate with concession vendor partners to create value and profitability within this service.
 - d. Attract sponsors for the event.
 - e. Identify ancillary service needs for the event and serve as point of communication for these vendors.