**Tasks for Database/Administrative Specialist: 10-20 hours per week, $15 per hour**

**Database clean-up and maintenance of nearly 10,000 records**

* Create consistency of all fields in the database to ensure searchability and consistency.
* Call donors to ensure information accuracy
* Ensure database continuity.
* Maintain donor information updates, including contact information, birthdays, anniversaries, deaths, etc.
* Add photos with each donor's name for recognition.
* Set tasks and reminders for follow-up with contacts - including campaigns for:
	+ 1st-time donors
	+ Milestone achievements:
		- 1 yr
		- 5-year increments
		- New Giving up-leveling opportunities
* Create and build workflows for faster task and contact management
* Build and run reports as needed by the Development Manager/Exec Director for outreach
* Schedule calls/visits/speaking engagements (for Development Manager/Exec Director)
* Archive contacts that are deceased or have not been active in giving or volunteering.

Why the role is needed:

* Allows Development Manager to focus on calls, visits, and speaking vs. scheduling the same
* It allows us to run accurate, reliable reports for research, contacts, and mailings.
* Enable us to have better information for making informed decisions.
* Allows us to pay less potential for the number of constituents in our database if archiving is done that is how cost is determined for database software $$
* It allows building of relationships because we are not using misinformation or old information when we reach out. *(Last week a birthday greeting went out to someone who died three years ago.)*
* Increases productivity by removing errors and making it easier to focus on development vs. fixing incorrect or outdated entries.
* Well-maintained CRMs can increase giving effectiveness by up to 29%.
* Prevents data decay
* Contact information in CRMs can naturally decay over time as people change jobs or locations, so regular data cleaning is important for preserving its quality.
* Better decision-making because we have appropriate information in fields.
* Call to verify/update people’s information.
* Run reports regular report for outreach:
* Schedule calls/visits/speaking engagements
* Schedule Ambassador Training with Lisa/Mallory
* Well-maintained CRMs can increase sales effectiveness by up to 29%.
* Prevents data decay
* Contact information in CRMs can naturally decay over time as people change jobs or locations, so regular data cleaning is important for preserving its quality.

Example:

We have had several people over the years enter the information, without a blueprint for how things should be entered. Even things that seem simple like a phone number:

217-483-7911

(217)483-7911

217.483.7911

Without the consistency, our reports can become inaccurate,

The information board receives/provides as a result of TY calls needs to be entered in a timely manner, so records are updated before the next round of calls are made.

Last week an automated b-day greeting was sent out to someone who had died three years ago. If family members don’t notify us, we don’t always know this information. At the same time, if we do get notified, it should be entered immediately.