



## **Poudre Valley Community Farms is hiring!**

### **Fundraising Campaign & Communications Consultant**

#### **About PVCF**

Poudre Valley Community Farms (PVCF) is a Northern Colorado nonprofit dedicated to helping farmers and ranchers in our community grow local food by connecting them to land, water, and infrastructure. Farmland in Northern Colorado is disappearing at an alarming rate, and our purpose is to provide stability to local farmers and ranchers by conserving farmland and providing long-term leases at prices below market rates. Today, we manage 350 acres of land across Northern Colorado and have enabled 15 producers to grow meat, vegetables, fruit, and dairy for the community. Our first farmers began working PVCF land in 2018 and we continue to add new producers who are dedicated to growing local food for our community.

#### **Project Overview**

PVCF seeks an independent consultant or freelancer to lead a fundraising campaign, support communications, and manage our website during a period of organizational growth. The consultant will work closely with the Executive Director to design and implement a fundraising campaign, strengthen PVCF's communications strategy, and ensure the website remains an up-to-date and effective platform for engaging donors, farmers, and community members.

This is a contract position, expected to run for up to 6 months, with potential for renewal or expansion depending on results and funding. The anticipated start date is approximately October 1, 2025.

#### **Scope of Work**

##### **Fundraising Campaign**

- Design and implement a fundraising campaign focused on major donors and individual community giving.
- Develop campaign strategy, timeline, and materials.
- Support some donor cultivation and stewardship efforts, including outreach, follow-ups, and acknowledgments.
- Track progress against campaign goals and provide regular updates.

## **Communications**

- Develop and execute a 6-month communications plan aligned with fundraising and organizational priorities.
- Create donor-focused messaging, social media content, e-newsletters, and press releases, including asset development.
- Provide writing and design support for fundraising collateral and storytelling about PVCF's impact.

## **Website Management**

- Provide basic troubleshooting and content updates on PVCF's WordPress website. Coordinate with developers for larger technical needs.
- Ensure donation forms, event pages, and news updates are accurate and user-friendly.

## **Deliverables**

- A written fundraising campaign plan with clear goals, metrics, and timelines.
- Campaign materials including donor communications, online giving assets, and other support.
- Monthly communications calendar with coordinated messaging across email, social media, and website.
- Execution of plans outlined above.
- Maintenance of PVCF website throughout the contract period.
- Coordination with PVCF Executive Director on a regular basis.

## **Desired Qualifications**

- Proven experience leading successful fundraising campaigns for nonprofits.
- Strong skills in donor cultivation, messaging, and communications strategy.
- Excellent writing, editing, and design skills.
- Ability to work collaboratively with staff, board members, and community partners.
- Knowledge of agricultural, conservation, or local food issues a plus but not required.
- Experience managing websites (WordPress strongly preferred).

## **Contract Details**

- Anticipated contract length: 6 months (with potential for renewal)
- Compensation: PVCF anticipates funding this contract for approximately \$15,000-20,000 for the 6 month period.

## **Application Instructions**

Please submit the following by September 30, 2025:

- Cover letter, outlining your relevant experience and qualifications, and a brief outline of your approach.
- Resume or CV.
- Two examples of past fundraising campaigns or communications projects.
- Hourly or project-based rate proposal.

Send materials to: [stacy@pvcf.org](mailto:stacy@pvcf.org)