



Fundraising Analytics and Strategy Analyst

Volunteer or Internship Position Description

Position & Responsibilities

Role Summary

The Fundraising Analytics and Strategy Analyst will support Tubman's fundraising team in analyzing donor data, identifying trends, and developing strategic insights to optimize fundraising efforts.

Impact & Benefits

- Help optimize fundraising efforts, resulting in increased revenue and donor engagement
- Play a key role in shaping strategic decisions and improving the overall effectiveness of fundraising campaigns
- Gain hands-on experience in data analysis, strategic planning, and performance optimization within the nonprofit sector
- Develop skills in data-driven decision-making, communication, and project management
- Contribute to meaningful projects that directly impact the organization's mission and fundraising goals

Position Responsibilities

- Collect, clean, and analyze fundraising data to identify patterns, trends, and opportunities for optimization
- Assist in developing fundraising strategies and tactics based on data-driven insights and best practices
- Create and maintain dashboards and reports to track key performance indicators and measure the effectiveness of fundraising campaigns
- Support the implementation of segmentation and targeting strategies for donor communications and appeals
- Collaborate with the fundraising team to conduct A/B testing and experimentation to improve fundraising outcomes

Qualifications & Expectations

Position Qualifications

- Proficiency in data analysis tools, such as Microsoft Excel, Google Analytics, or Tableau
- Strong analytical and problem-solving skills, with the ability to interpret complex datasets
- Excellent attention to detail and accuracy in data management
- Ability to communicate technical concepts effectively to non-technical stakeholders
- Interest in using data to drive decision-making and optimize fundraising strategies

Time Commitment & Availability

- 10 hours/week minimum; remote or hybrid
- Must have some daytime weekday availability

Black, Indigenous, and people of color, multilingual speakers, people of all gender identities, people with disabilities, and veterans are all encouraged to apply.



Supervision & Training

- Supervised by the Director of Development
- Attend Tubman's Orientation and Training Series as able

Organization

Tubman offers safety, hope, and healing to people of all ages, genders, and cultural backgrounds who are facing relationship violence, sexual assault, exploitation, homelessness, addiction, mental health challenges, or other forms of trauma. We provide safe shelter and housing, legal services, mental and chemical health services, youth programs, and more. www.tubman.org

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