

Campus Election Engagement Project (CEEP) Associate National Development Officer (part-time)

CEEP Summary: Founded in 2008, CEEP works through academic networks that schools know and trust, like the state Campus Compact affiliates, to compile and distribute the most effective practices to get their students involved in elections. Our outreach staffers then follow up by phone to coach the schools in implementing them. In 2008, CEEP engaged over 500 college campuses that enrolled nearly 3 million undergraduates. In 2012, we worked with over 750 campuses in 26 states, enrolling over 5.5 million students. According to follow-up surveys, 74% of the schools CEEP approached used at least some of our resources or ideas, and 49% used many of them. Our project has a huge multiplier effect because we work with administrators, faculty, and staff whose salaries are covered by their schools, and help them collaborate to engage their students. CEEP focuses on students both because they historically vote at lower rates than other groups—particularly in non-presidential elections, where four out of five tend to stay home—and because when they do participate, their habits of involvement can last a lifetime. See www.campuselect.org

Job Summary: CEEP founder Paul Loeb has had excellent success identifying potential new major donors from various lists, mailing them descriptive materials, and following up by phone. You would conduct comparable outreach from lists we'd provide, of similar people who we haven't yet approached. Since these people don't know our project before we approach them, are inundated with requests, and often haven't read what we've sent, you're going to have to be good to engage them. But once you do start a conversation and give them a sense of our project, they tend to really respond. You can then email them more information and offer them the option of talking with project founder Paul Loeb. Many will end up making tax-deductible contributions.

The donors we've reached through this process are often major heavy hitters (they've included a former Proctor & Gamble executive, a co-founder of the Internet, and some significant venture capitalists). They're smart people who will ask hard questions, and if you give them good answers will appreciate the power of our approach. You'll need to get and hold their attention, while conveying our project's unique strengths.

Required Skill-set:

- Excellent interpersonal outreach skills. Your first 15-60 seconds on the phone are critical.
- Ability to convey the power and vision of CEEP, and sum up concisely why our project matters.
- Fundraising background preferable but we'd consider other related skills and experience.
- General knowledge of the current political landscape. Knowledge of higher education a plus.
- Thoughtful enough to get into serious conversations with potential donors after you've summed up our key talking points. We're looking for someone they'll enjoy talking with, who isn't just reading a script.
- Major league persistence—will need to avoid being dispirited by endless answering machines and multiple rejections, yet be sensitive enough to respect the decisions of those who don't choose to fund us.

Benefits:

- \$15/hour to start with a potential for up to \$25/hour based on production.
- Work from your own home or apartment.
- Support from our skilled national team. Loeb and Romm will provide coaching, role playing, letters to send out and templates for phone conversations.

- Possibility of expanding to a full-time job including working on other aspects of CEEP
- Help our project make a major national difference.

If you are interested in joining the CEEP team, please email Jonathan Romm (jonathan@campuselect.org) with your resume and cover letter. Thanks for your interest in this opportunity. Only applicants short-listed for an interview will be contacted. CEEP is an Equal Opportunity Employer.