

Coyote Lacrosse Booster Club Chief Financial Officer (CFO) Position Description
--

Organization: Coyote Lacrosse Booster Club

Location: Louisville, Colorado

Position Type: Volunteer / Nonprofit Board Role

Reports To: Board of Directors / Club President

This is a volunteer position typical of nonprofit youth sports organizations.

Position Summary

The Fundraising & Sponsorship Committee is responsible for developing and executing strategies to generate financial support for the Coyote Lacrosse Booster Club. This includes securing sponsorships, organizing fundraising events, and building relationships that sustain and grow the club's financial resources while supporting its mission and programs.

Key Responsibilities

Fundraising Strategy & Planning

- Develop an annual fundraising plan aligned with the club's budget and financial goals
- Identify diverse revenue opportunities (events, donations, grants, sponsorships)
- Establish fundraising targets and track progress throughout the season

Sponsorship Development

- Identify, solicit, and secure corporate and local business sponsorships
- Create and maintain sponsorship packages (e.g., tiered levels with defined benefits)
- Build and maintain relationships with sponsors to encourage long-term partnerships
- Ensure sponsor recognition (website, uniforms, events, signage, social media)

Event Management

- Plan and execute fundraising events (e.g., tournaments, dinners, raffles, auctions)
- Coordinate logistics, volunteers, and event promotion
- Evaluate event effectiveness and financial outcomes for future improvement

Donor Engagement

- Cultivate relationships with parents, alumni, and community supporters
- Coordinate donation campaigns (annual giving, online fundraising, etc.)
- Ensure timely acknowledgement and recognition of all donors

Financial Coordination

- Work closely with the CFO to track fundraising revenue and expenses including monthly reconciliation of RaiseRight, King Soopers and other program revenues
- Ensure accurate recording and reporting of all funds raised
- Monitor return on investment (ROI) for fundraising initiatives

Marketing & Communications

- Collaborate with communications/marketing volunteers to promote campaigns and events
 - Develop messaging that highlights the club's mission and impact
 - Utilize social media, email, and community outreach to drive participation
-

Committee Composition

- Committee Chair (leads strategy and coordination)
 - Sponsorship Lead (focus on business partnerships)
 - Event Coordinator(s)
 - Volunteer Coordinator
 - Additional members as needed
-

Qualifications & Skills

- Experience in fundraising, sales, marketing, or event planning (preferred)
 - Strong interpersonal and relationship-building skills
 - Organized, proactive, and results-oriented
 - Ability to work collaboratively with board members, parents, and volunteers
 - Passion for youth athletics and community engagement
-

Time Commitment

- Estimated 4-6 hours per month (higher during fundraising events or campaigns)

- Attendance at committee meetings and periodic board updates
-

Success Measures

- Achievement of fundraising and sponsorship revenue goals
 - Growth in sponsor and donor base year-over-year
 - Successful execution of events within budget
 - Positive engagement and retention of sponsors and donors
-

Compensation

This is a **volunteer committee role** that offers the opportunity to make a meaningful impact on student-athletes and the community.

How to Get Involved

Interested individuals should contact Shawn Hamele, Adam Lefkowitz or Todd Bloom to learn more or join the committee.
