



Pawsitive Match Rescue Foundation

CALENDAR CONTEST

COORDINATOR

The Role

Location	Remote	Reports To	Fundraising/Event Director
Weekly Time Commitment	5-10 hrs (Jun-Aug) 10-20hrs (Sep-Oct)	Direct Report(s)	N/A

The Calendar Contest Coordinator manages Pawsitive Match Rescue Foundation's annual Calendar Contest, a key fundraiser that raises over \$15,000 each year. This role oversees all aspects of the contest, from organizing entries to designing and distributing the final calendar.

The Responsibilities

- Create or coordinate the creation of graphics for the website and social media using Canva templates or graphic design volunteers.
- Monitor and manage the calendar@pawsitivematch.org email account.
- Collaborate with the marketing team to advertise the contest and encourage participation.
- Update website text on the calendar contest page at each stage (entries open/closed, voting open/closed).
- Track entries and payments in a shared Google Sheet.
- Add new entries (name, photo, bio) to the Google Sheet and website as they are received.
- Generate unique PayPal donation links, add them to the website for voting, and remove them after the contest closes.
- Create a Facebook photo album with entries and voting links, ensuring timely updates.
- Track incoming donations during the voting stage and update totals on the website daily.
- Post regular updates on social media and email participants with



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contest progress.

- Notify winners via email after the contest closes.
- Design or coordinate the design of the calendar using winning entries.
- Arrange for calendar printing and manage orders, including adding the calendar to the online shop, mailing orders via Canada Post, or arranging pickups.

The Person

- A community member in good standing.
- Organized and able to follow directions.
- Takes initiative and collaborates effectively with others.

Experience & Qualifications

- Proficiency in Google Mail, Sheets, Drive, and WordPress-based websites, or willingness to learn.
- Excellent written communication and organizational skills.
- Event Planning & Coordination is an asset.
- Marketing Skills/Experience is an asset.
- Social Media & Digital Marketing is an asset.
- Graphics Creation (Adobe, Canva) is an asset.
- Content Creation (Photo/Video Editing) is an asset.
- Public Relations & Community Engagement Skills/Experience is an asset.