

Bilingual (Spanish/English) Fundraising and Individual Donor Campaign Specialist

Freelance Position – 6-Month Contract (20 hours per week)

Summary

Juvenile Justice Advocates International (JJAI) is seeking a skilled, bilingual fundraising professional with deep experience in individual donor development, sponsorship-style monthly giving, and donor base growth. The consultant will work closely with JJAI leadership to design and implement a sustainable fundraising strategy, focusing on “Sponsor an Individual or Family”-type monthly donor programs tailored to both U.S. donors and Latin American audiences.

Organization Description

Juvenile Justice Advocates International is a nonprofit organization devoted to making a lasting impact for children deprived of liberty around the world. We currently work in Mexico and across Latin America to reform juvenile justice systems and promote alternatives to detention.

Our mission is to advocate for policy reforms that ensure children are detained only as a last resort, under humane conditions, and for the shortest time possible. We advance this vision by:

- Providing consulting, training, and capacity-building for governments and NGOs to improve human rights protections.
- Conducting research and advocacy to expand access to justice for marginalized populations.
- Supporting the implementation of reforms that reduce detention, improve conditions, and promote reintegration and family reunification.

About the Role

- Develop a comprehensive fundraising strategy focused on monthly individual donors, particularly “Sponsor an Individual/Family”-style programs inspired by models such as Compassion International, World Vision, and Unbound.
- Design and execute donor engagement campaigns for U.S. and Latin American audiences.
- Establish systems for donor communication, tracking, and retention using JJAI’s existing digital tools (e.g., email marketing, CRM).
- With JJAI’s communications team, create donor materials (landing pages, messaging templates, reports, storytelling pieces).

- Train JJAI staff to continue implementing and scaling the program after the initial phase.

Key Responsibilities

- Build campaign assets and content in both Spanish and English.
- Integrate monthly giving options and storytelling components across JJAI's website and communications.
- Develop metrics to monitor donor acquisition, retention, and lifetime value.
- Collaborate with leadership to test and refine donor messaging and engagement strategies.
- Lead staff training.

Required Qualifications

- Fluent in English and Spanish (written and spoken).
- Proven experience leading and/or developing individual donor and monthly giving programs for nonprofits, preferably sponsorship or relational-giving models.
- Demonstrated success in fundraising from U.S. donors and familiarity with Latin American audiences.
- Strong understanding of donor segmentation, CRM management, and campaign automation.
- Excellent communication and storytelling skills across digital channels.

Preferred Qualifications


- Previous experience working with human rights or international development organizations.
- Familiarity with fundraising CRMs (Airtable, Salesforce, etc.) and automation tools (Zapier, Mailchimp, etc.).
- Knowledge of visual storytelling, donor journey design, and stewardship best practices.
- Experience training teams and building replicable fundraising systems.

Contract Details


- Term: 6 months
- Hours: 20 hours per week (remote)
- Location: Fully remote; candidates based in Latin America are encouraged to apply.

How to Apply

Please submit your resume, portfolio or examples of past fundraising campaigns, and a brief cover letter describing your bilingual fundraising experience and why you're excited about building a donor-sponsorship model with JJA to:

 info@jjadvocates.org

Deadline: rolling until position is filled

 www.jjadvocates.org