

JOB DESCRIPTION

DIRECTOR OF DEVELOPMENT

GENERAL PURPOSE OF THE JOB:

Lead and manage the organization's overall development efforts to raise an annual unrestricted budget with yearly increases established by the Board of Directors. Develop strategy and lead planning and implementation for all development/fundraising activities, including donor target segmentation, direct mail appeals, direct gift solicitations, planned giving, and fundraising/cultivation event management.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Cultivate and grow the donor base through yearly increases in donor retention and reactivation rates, the number of new individual donors, and increased individual donor revenue,

Create and implement annual development plan and strategy including annual cycle of planned fundraising activities targeting individuals, corporations and foundations.

Develop donor target segmentation to drive effective and efficient targeting strategies, including plan for donor prospecting.

Develop and execute solicitation and stewardship strategies for major donors (\$1000+)

Leverage Executive Director and Board of Directors in fundraising efforts as appropriate. Develop case for support documents. Train staff and Board in use of documents, talking points and donor stewardship practices

Design and deliver direct mail appeals targeting new donors, annual gifts, pledges, recurring gifts, and re-activation gifts

Create and manage two (2) fundraising events annually. Acquire and manage volunteers. Manage relationships with third-party fundraisers for auctions, raffles, and other event-related activities.

Develop "friend-raising" events that provide fiscal growth and engagement of new/current donors. Events must be mission relevant, donor educational, and cost effective

Create and execute email and social media communications to donors and donor prospects that communicate case for support and impact of gifts.

Provide quarterly updates to Executive Director and Board of Directors, including data and verbiage for quarterly scorecard.

Cultivate and steward donors through in-person visits, personalized correspondence, special events and timely acknowledgments.

Director of Development

Organization: Northeast Wisconsin Land Trust, Inc.

Job Title: Director of Development

Reports to: Executive Director

Job Type: Development

City: Appleton

State: Wisconsin

Job Search Ends: June 26th, 2023

Organization's Website:
www.newlt.org

Supervise and manage the Tapestry donor database. Collaborate with staff and board on queries, reports, exports and any other data as needed.

Collaborate with Executive Director on donor communications, including annual appeal, annual impact statement, newsletters, and donor impact reports.

Other duties assigned by Executive Director.

Qualifications:

Minimum of 5 years of development experience, preferably in an environmental non-profit. Direct experience securing major gifts, cultivating individual donors and increasing support from existing donors.

High energy, positive, "can-do" attitude, sincere affinity for the mission.

Entrepreneurial and high degree of initiative. Can initiate, sustain and monitor multiple tasks and see them through to a successful conclusion; prioritizes work for maximum benefit; good attention to detail.

Has a style and approach to tasks that both inspires confidence and supports effective leadership; Works well with others including conservation director and community engagement specialist.

Forms effective relationships with donors, including experience working with high-net worth donors and foundation representatives.

Proven track record of achieving revenue targets

Strong verbal communication skills and demonstrated ability to write clearly and persuasively.

Demonstrated ability to prospect, cultivate and manage new funding sources

Strong partnership-building and event planning skills.

Excellent computer skills and knowledge of database management.

Demonstrated ability to motivate and manage volunteers.

Educational Requirements: BA/BS (required)

Employment Type: Full-Time Professional

Salary: \$55,000

Benefits: Generous vacation time, flexible work schedule, \$4,000 annual health stipend, Up to 3% IRA company match.

Apply via Linked In or send cover letter and resume to newlt@newlt.org