

Westerly Land Trust Donor Relations Manager

Mission

The Westerly Land Trust conserves open space, revitalizes culturally significant properties, and provides environmental programs for the enduring benefit of our community.

Statement of Purpose

The Westerly Land Trust, a not-for-profit corporation, operates throughout Westerly to conserve space and enhance community resources. Specific programs include the preservation of open space, rehabilitation and redevelopment of established neighborhoods, and establishment of education and recreation opportunities for the public. The Trust's programs and activities are directed to the protection and enhancement of the environment, agriculture, and water resources as well as the community's "sense of place." Westerly is recognized as a place with special charm and attractions which are a source of pride to its residents and a magnet for tourists and new residents. The Trust aims to protect and strengthen that reputation.

POSITION TITLE: Donor Relations Manager

General Responsibilities

The Donor Relations Manager will support the work of the Westerly Land Trust by helping to cultivate, steward, and expand the relationships between the land trust and its donors at all levels. This position requires maintaining and managing donor information and providing extraordinary service to donors.

Establish and sustain a defined program for identification, solicitation and stewardship of donors which effectively enhances and deepens relationships with donors and significant prospects.

Strategizes with Executive Director and Board members in the design of effective communications to donors and prospects. Focus on specific areas of interest for major donors and communicate the land trust's vision and strategic direction, ensuring our major stakeholders are actively engaged and informed. Composes and/or edits professionally written communication needed for ongoing fundraising efforts of the land trust, including correspondence, grant proposals, and solicitations.

Serves as an ambassador of the Westerly Land Trust in the community. Increase visibility and impact of WLT; this may require evening and weekend work. Coordinates a wide variety of activities and events with committees, volunteers, and the Board.

Areas of Focus

Donor Cultivation and Communications (60%)

- Manage the President's Circle giving program through the identification, solicitation and stewardship of leadership giving donors. Help expand this group.
- Produce solicitations for Annual Fund, President's Circle, Corporate sponsors
- Analyze and re-energize WLT's Planned Giving program
- Emphasis on grant-writing
- Oversee planning and production for all WLT publications
- Development and expansion of social media platforms to enhance support

Donor Services (25%)

- Conduct prospect research
- Donor Perfect Database management- Query data, write reports, maintain accurate donor records donor/gift entry and acknowledgement
- Analyze data, produce reports for gift solicitation
- Track the solicitation and renewal of donors, monitor fundraising progress to goal
- Prepare monthly donation reports for the Board
- Support for Development Committee meetings, and other Board committee meetings as requested
- Work with WLT Bookkeeper to ensure internal control systems work effectively, reconcile financial and donation records

Event Support (10%)

- Logistics, planning, staffing as needed for WLT events
- Ticket Sales management
- Event follow up- letters, emails, attendees coded in database

Internal Operations (5%)

- Provides management and guidance for the day-to-day operations of the land trust's office.
- Accreditation Renewal deliverables- with Board and ED, develop a timeline for implementation
- Work closely with Executive Director to prepare annual financial audit documentation
- Manage office volunteers/interns for various WLT office needs

Perform other duties as assigned

Qualifications

Bachelor's degree and five years' documented success in fundraising. Proper accounting and recordkeeping practices essential. Must possess an understanding and appreciation of the value and importance of land conservation.

This position is best served by an individual with excellent verbal and written communications skills who is highly organizational and detail-oriented. Possess advanced level of database skills and Microsoft Office Suite products. Willingness to explore data research products to conduct donor research. Ability to maintain strict confidentiality and adhere to WLT's conflict of interest and confidentiality policies.

Strong interpersonal skills including the ability to build and maintain positive relationships with donors, Board members, volunteers, and members of the community. Ability to effectively manage volunteers.

Shows initiative to solve problems and improve, advance, or enhance the work of the WLT. Anticipates situations and initiates action. Displays a sense of urgency in creating results. Ability to manage multiple competing priorities and implement work schedule effectively. Ability to work well under pressure and to meet deadlines.

Other Requirements

Weekend and evening work as required

Working Conditions

Normal office duties; some minor lifting