



## **Annual Fund Director**

**New Bedford, MA**

### **About the Buzzards Bay Coalition**

The Buzzards Bay Coalition is a nonprofit organization dedicated to the restoration, protection, and sustainable use and enjoyment of Buzzards Bay, Vineyard Sound, and their surrounding watershed lands. Through exploration, conservation, research, and advocacy, the Coalition works to improve the health of the region's coastal ecosystem for all.

With operations spanning the entire Buzzards Bay and Vineyard Sound watersheds, the Coalition protects coastal, river, and drinking water quality, as well as the upland forests, wetlands, and streams that support a thriving ecosystem. The organization has an annual operating budget of \$10 million and is powered by a team of 36 professionals, hundreds of volunteers, and more than 14,000 supporters. Its staff is organized into seven teams: Bay Science, Clean Water Advocacy, Watershed Protection, Outdoor Exploration, Advancement, Public Engagement, and Operations (Administration & Finance). President & CEO Mark Rasmussen leads the organization, supported by a volunteer, 20-member Board of Directors and a 100-person Leadership Council of engaged community members.

In recent years, the Coalition has dramatically expanded its impact following the implementation of priorities laid out in its 2015–2020 Strategic Plan. These efforts have focused on expanding land conservation, building climate resilience, enhancing public engagement, advocating for pollution clean-up, and strengthening the organization's long-term sustainability. Notable accomplishments include:

- Successfully completing a capital campaign that raised \$53 million.
- Growing the endowment to \$16 million.
- Conserving 2,200 acres of land in 2025 alone, including critical forest, shoreline property and cranberry bogs.
- Raising \$7 million to establish the Onset Bay Center, which provides high-quality on-the-water experiences—sailing, paddling, rowing, shell fishing, and shoreline ecology—primarily for at-risk youth.
- Engaging more than 4,000 people annually in free or low-cost outdoor exploration programs.
- Building and enhancing key facilities, including the Marion Science & Field Operations Center, the Wheeler Forest Reserve, and upgrades to the New Bedford Headquarters.

## **THE ROLE: Annual Fund Director (AFD)**

This is an exciting opportunity for a dynamic professional to play an active role in a new team that will shape the future of one of New England's most impactful environmental organizations. The AFD will be instrumental in driving The Coalition's annual fund, expanding philanthropic resources, deepening donor engagement, and aiding the protection of Buzzards Bay.

As The Coalition embarks on an ambitious growth plan, the AFD will work with the Advancement Team to inspire donors to invest in the future of clean water, conservation, and outdoor exploration. This leader will work alongside the Vice President of Advancement (VPA) and Development Associate to harness the power of philanthropy, build lasting relationships, and drive impact at scale.

If you are a strategic thinker, an engaging storyteller, and a passionate champion for environmental conservation, this is your chance to make a lasting difference for Buzzards Bay and the communities that depend on it.

## **Duties and Responsibilities**

### **Strategic Leadership & Fundraising**

- Develop and execute a comprehensive annual fundraising strategy to secure the operating support needed to sustain and grow the organization's work.
- Engage, solicit, and steward donors, ensuring long-term engagement and support of the BBC's annual fund.
- Spearhead, with oversight from the VPA, a strategic refresh and growth plan for the Annual Fund, with a focus on increasing participation, improving retention, and leveraging data-driven segmentation to drive targeted outreach, including direct mail and digital campaigns.
- Utilize Raiser's Edge to track visits, calls and communications, produce contact notes, and conduct appropriate constituent and prospect follow-up actions.
- Serve as a partner and confidant to the VPA, bringing new ideas, critical thinking and an inclusive approach to all department priorities and actions.

### **Supporter Growth & Community Engagement**

- Lead strategies to grow and engage the Coalition's 14,000+ supporters, ensuring retention and new donor acquisition.
- Partner closely with the Public Engagement team to develop creative engagement opportunities, fundraising collateral, and outreach efforts to enhance community participation.
- Attend all major events and periodic outdoor adventures to meet and mingle with the community before, during and after work hours.

### **Donor Communications & Engagement**

- Partner closely with the VPA and Public Engagement team to ensure donor communications align with the Coalition's overall messaging and branding strategies.

- Design and implement a comprehensive annual fund donor stewardship program that deepens engagement and strengthens relationships with existing supporters.
- Collaborate on storytelling and impact communications to inspire philanthropic support and deepen donor engagement.
- Provide input on advancement collateral to effectively communicate the Coalition's impact and funding priorities.
- Support the development of digital and print communications that enhance donor stewardship and fundraising efforts.

### **Team Building & Support**

- Work with the VPA and Public Engagement team to plan and execute the annual Gosnold Society Reception, which provides connection and an opportunity to express gratitude for the BBC's Major Donors.
- Attend quarterly Advancement Committee Meetings and Board meetings.
- Assist with prospect research and other responsibilities as assigned by the VPA.

## **QUALIFICATIONS**

We are seeking a candidate who is not just a typical fundraising professional but someone with the ability to build strong, lasting relationships and influence others in pursuit of organizational progress and goals. The ideal candidate will be a strategic thinker, capable of developing innovative approaches that align with the organization's mission and vision.

Key skills include:

- Demonstrated ability to build and maintain meaningful relationships with a diverse range of stakeholders.
- Proven influence in aligning stakeholders toward common goals.
- Strong strategic thinking skills, with a focus on identifying opportunities and overcoming challenges to drive organizational success.
- A collaborative approach to working with cross-functional teams, leadership, and external partners.
- Expertise in crafting and executing strategies that support long-term organizational growth and sustainability.

Candidates should possess many of the following qualifications:

- Bachelor's degree from an accredited university is required.
- Advancement experience of 3+ years in the fields of nonprofit management, marketing, or philanthropy. We are also interested in entrepreneurs, community leaders and successful project managers whose drive and passion for our mission bring new skills and energy to our team.
- Experience and/or exposure to annual fund fundraising, donor/customer relationship management, data analysis and database administration.
- Experience leading donor/customer development programs and donor acquisition/retention strategies.

- Strong background in communications and marketing.
- A strong sense of fundraising ethics and practices, and respect for confidentiality of donor information.
- Experience in being a part of a diverse team is highly desired. The ideal candidate will demonstrate strong team-building skills, fostering a collaborative, inclusive, and supportive work environment. A compassionate, diligent and strategic work ethic will be essential in partnering with staff to achieve shared goals.
- Keen ability to establish and maintain a productive and positive organizational culture with diverse stakeholders including staff, partners, supporters and boards.
- Knowledge of fundraising software and tools, preferably Raiser's Edge/Blackbaud a plus.
- Experience establishing and implementing new data analytics database management systems within an organization and measuring the success of efficiencies in a quantifiable manner.
- Experience working with a highly engaged and significant volunteer base is beneficial.

### **Compensation and Benefits**

The compensation range for the Annual Fund Director role is \$90,000 to \$110,000, commensurate with experience. This range reflects the organization's commitment to attracting top talent and ensuring competitive, equitable compensation. In addition to salary, the organization offers a comprehensive benefits package designed to support the health, well-being, and long-term success of its employees.

### **APPLICATIONS, NOMINATIONS, AND INQUIRIES**

Confidential inquiries, nominations/referrals, and applications (including resumes and letters of interest responding to the opportunities and challenges outlined above) should be sent electronically to:

John Lanham  
Buzzards Bay Coalition  
[lanham@savebuzzardsbay.org](mailto:lanham@savebuzzardsbay.org)

email communication only. No calls please.

This position was posted in January 2026 and will remain open until filled.

*The Buzzards Bay Coalition is proud to be an Equal Opportunity employer. All qualified persons are encouraged to apply and will be considered without regard to race, national origin, gender, gender identity or expression, sexual orientation, disability, age, religion, or veteran status.*