Director of Development

For almost 50 years, Wildlands Conservancy has been the Lehigh River Watershed’s leading land trust. Our mission is to protect and restore critical areas and waterways and educate the community to create a legacy of a healthy, sustainable environment for future generations.

As a part of a dynamic team, the Director of Development will play a key role in the nonprofit land trust’s community engagement strategy with emphasis on fundraising through operating support, events, and volunteerism. The Director is responsible for managing and growing a comprehensive and strategic annual giving program of approximately $1M. Working closely with Vice President of Development and Communications, the Director of Development will develop and implement efficient and effective prospecting, cultivation, and stewardship strategies for all constituencies, manage a portfolio of donors, and oversee direct reports in the area of fundraising and cultivation events, and the organization’s volunteer program. The Director of Development will work with Wildlands Conservancy’s Board of Trustees, collaborate daily with all members of the Wildlands team, and report to the Vice President of Development and Communications.

In this role you will:

**Fundraising/Donor Relations:**

Create a strong case for support for the organization’s operating support with special focus on the Annual Fund program.

Create and manage schedule of direct mail campaign and oversee donor segmentation strategy focused on retention, increased giving, acquisition, or joining of special recognition groups.

Oversee ongoing, seasonal, and special campaigns (Animal Care Campaign, Giving Tuesday, Circle of Sustainers monthly giving, matching gifts, etc.).

Coordinate content, graphics, and design of Annual Fund collateral with team or third-party vendors as appropriate.

Create and manage reporting on campaigns to measure financial and relationship successes and make data-driven decisions on future campaigns.
Coordinate with Director of Communications on organization’s marketing plan relating to donor activities and awareness and relationship-building with key constituency groups.

Manage all third-party fundraising programs such as AmazonSmile, Facebook fundraisers, third-party community fundraisers, assuring alignment with internal policies and procedures.

Manage donor recognition, including major gift societies (Evergreen Society, Conservancy Partners, Legacy Society) Circle of Sustainers (reoccurring gifts), Annual Report, and other opportunities.

Oversight of Volunteer & Events Coordinator to establish and achieve financial and relationship goals set for the organization’s volunteer program along with fundraising and cultivation events/activities.

Oversight of accurate and timely data entry and data organization by Development Associate, including weekly gift batch entry, acknowledgement letter process, reporting needs and proper filing of documentation.

Manage a donor portfolio that will include individual, foundation, corporate, government and community entities of both current and prospective donors that strengthens relationships and builds community partnerships.

Assist Vice President of Development & Communications with grant management and, at times, be responsible for completing applications and/or reports.

Coordinate with the Vice President of Development and Communications and other team members to provide input in overall fundraising strategy that includes planned giving, endowment, major gifts, grants, and capital campaign needs.

Responsible for leading the department efforts on the annual audit process in coordination with the Finance and Operating Department. Handle all charitable registration and accreditation processes.

Be an ambassador for Wildlands Conservancy in the community by attending community events and serving on boards and committees.

**To be successful you will need:**

8-10 years’ experience in nonprofit fundraising, with demonstrated success in any of the following: donor acquisition and retention, donor stewardship, and major gift solicitation.

Proven knowledge of fundraising planning and reporting procedures, IRS guidelines and Association of Fundraising Professionals standards. Ability to maintain confidential information.

Experience with donor acquisition strategies developing programs that make deeper connections to already existing non-donor constituencies and community-wide prospecting.
Proven success with donor retention strategies that engage current donors in other activities of the organization and inspire increased giving, planned gifts, and major gifts.

Excellent oral and written communication skills both in one-on-one and group meeting settings. Strong experience in proposal writing and presentation.

Demonstrated ability to build and maintain positive relationships with a variety of community stakeholders from individuals, families, corporations, foundations, community groups, government, etc.

Ability to work in a high-pace environment and ability to respond quickly and diplomatically to conflicting priorities.

Experience with donor database software; Wildlands currently utilizes Salesforce Nonprofit Success Pack.

Ability to make data-driven decisions to improve outcomes and/or implement new ideas.

Excellent budget management and cost analysis skills.

Enthusiastic helper who is motivated to connect the community with conservation and environmental education projects through proven successes and confident to take on new challenges.

Proficient in Microsoft Office suite of programs

*Diversity, Equity, and Inclusion – It is our Nature*

Our employees’ and board of directors’ differences in age, color, disability, ethnicity, family or marital status, gender identity, language, national origin, physical and mental ability, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics is what makes us unique. We welcome and invite people to be who they are.

*Salary Range: $61,500-$67,500*