



Driftless Area Land Conservancy

DEVELOPMENT ASSOCIATE

Driftless Area Land Conservancy (DALC) is a strong, growing, and nationally accredited organization that serves the Driftless region of southwest Wisconsin. We have permanently protected nearly 8,000 acres of forests, savannas, prairies, farms and cultural resources by working with private landowners and conservation partners, and we deliver educational workshops and events to that connect people to the natural world. We also coordinate three diverse partnerships of landowners and conservation agencies/organizations: the Lowery Creek Watershed Initiative, the Southern Driftless Grasslands, and the Driftless Trail project.

Our mission is to maintain and enhance the health, diversity and beauty of Southwest Wisconsin's natural and agricultural landscape through permanent land protection and restoration, and to improve people's lives by connecting them to the land and to each other.

DALC prides itself on being a supportive, collaborative, and flexible work environment and is an Equal Opportunity Employer. Learn more about us at: www.driftlessconservancy.org

Position Summary

We are seeking a talented and passionate development professional who can effectively communicate stories of change and foster donor and community loyalty in the work we do together to protect this special region. The Development Associate will work closely with the Executive Director to develop and implement our annual fundraising strategy, including: managing our donor database; maintaining and strengthening relationships with donors and supporters; and working with all staff to ensure consistent messaging that aligns DALC's strategic plan with development strategies. This position offers rewarding professional development opportunities in fundraising and communications, and growth within the organization.

The Development Associate will:

Be the lead position, in collaboration with the Executive Director, to design, implement, and manage an annual fundraising plan that aligns fundraising priorities with DALC's strategic plan (50%).

- Oversee the maintenance of our donor database (Little Green Light);
- Develop the strategy behind yearly fundraising goals, and implement two annual direct mail appeals and online giving, ensuring a strong culture of appreciation;
- Use donor database to track and analyze results of appeals and retention strategies and use data to seek innovations that improve results and increase efficiencies;
- Provide logistical and administrative support to the Executive Director and DALC Fundraising Committee of the Board of Directors, including: coordinating a schedule of

donor outreach, management of logistics for donor visits, preparing visit materials for donors, and ensuring proper donor visit follow-up materials are available/sent; and

- Work collaboratively with programmatic staff to coordinate donor events including managing event logistics, identifying and securing venues, managing donor invitation process, etc.

Work collaboratively with DALC staff and Board to tell the story of DALC, our mission, and our impact, to existing and potential donors (20%)

- Work with programmatic staff to maintain descriptive materials about DALC: our mission, our projects, and our impact;
- Provide rapid response to opportunities to engage donors and prospects in DALC's issues following relevant news articles, DALC successes, and other key moments that arise through the year; and
- Prepare written (paper and electronic) materials, including reports, cultivations, stewardship pieces, and direct mail and email solicitations for individual supporters.

Build and maintain relationships with new and existing annual supporters (20%)

- Plan visits and other ongoing contacts that connect current and prospective donors with DALC's programs and development needs, participating in donor visits and other contacts when appropriate;
- Working with the Executive Director, gradually build a portfolio of constituents which are managed by the Development Associate, including self-directed prospect identification, cultivation, and solicitation; and
- Effectively respond to individual donors through written correspondence, telephone contact, personal contact and e-mail, assuring the donors that their needs are processed immediately upon request.

Fulfill other duties, as assigned by the Executive Director (5%).

Qualifications

- Bachelor's degree or equivalent professional experience and 1-2 years related experience.
- Strong computer skills, including proficiency with donor database systems and email marketing systems.
- Previous experience developing and implementing fundraising strategies and annual campaigns.
- Demonstrated ability to write in a donor-centered manner, frame stories and materials to elevate community members and donors as change agents, learn new strategies and techniques, and remain current of nonprofit fundraising trends.
- Ability to prioritize multiple tasks, stay organized and follow through independently.
- Strong interpersonal, communication and customer service skills.
- A commitment to rural people, working landscapes, and serving the greater public interest via conservation.
- Ability to actively listen to farmers, landowners, community members, and partners to create responsive and thoughtful funding strategies and solutions to fundraising needs.

Salary and Benefits

This is a full-time (40 hours/week) position located at our office at 206 S. Iowa St in Dodgeville, WI. We offer flexibility with regard to telework. The salary range is \$45,000 - \$55,000 annually depending on qualifications. Benefits include a generous leave policy, including up to three weeks paid vacation in the first year; and retirement. DALC currently does not offer medical benefits but will incorporate an employer-sponsored health plan by the end of 2023.

An ability to travel (travel expenses are reimbursed) throughout Southwest Wisconsin and some evening and weekend work is necessary. Must provide current driver's license and own vehicle.

To Apply

Please send a cover letter, and resume to Natasha Rank, Operations Manager & Conservation Assistant, at info@driftlessconservancy.org.

NOTE: Please put the words "Development Associate" in the subject line of your email. The position will remain open until filled, we hope to hire by the end of September 2021.