



Position: Event & Donor Relations Coordinator

Reports to: Director of Philanthropy

Position status:

This is a full-time, entry-to-mid-level position (averaging 40 hours per week).

Location:

211 S. Paterson St., Madison, Wisconsin*

*This position has the flexibility to work a hybrid schedule. A minimum of two days per week at the Natural Resources Foundation of Wisconsin office are required.

About the Natural Resources Foundation of Wisconsin (NRF):

The Natural Resources Foundation of Wisconsin believes that nature has inherent value, and that people can make a positive difference. NRF is a statewide nonprofit organization that works to protect Wisconsin's natural heritage by supporting critical conservation work through grant programs, engagement, and partnership development. NRF offers opportunities for people to experience Wisconsin's outdoors through a statewide Field Trip Program and by providing a means for people to help protect Wisconsin's lands, waters, and wildlife through our diverse ways to give.

NRF is based in Madison, Wisconsin around four lakes and the ancestral home of the Ho Chunk Nation. The Fox (Meskwaki) and Sauk tribes also lived in the area. We strive to be a diverse, equitable, and inclusive conservation organization that shares power and decision-making with diverse communities that reflect our broader community.

Diversity Statement:

We believe diversity is a source of strength, creativity, and innovation at the Natural Resources Foundation of Wisconsin. We value the contributions of every person and respect the ways their identity, culture, background, experience, status, abilities, and opinions enrich our work and communities. We believe excellence is promoted through diversity and encourage all qualified individuals to apply.

Position Overview:

The Natural Resources Foundation of Wisconsin (NRF) Event and Donor Relations Coordinator will help promote increased awareness, affinity, and philanthropic support for NRF through engaging events and activities that promote a culture of gratitude and continued donor engagement.

This position will assist with and execute the planning, design, coordination, implementation, and evaluation of NRF events including the Natural Resources Foundation Great Wisconsin Birdathon, donor stewardship events, and regional NRF gatherings in Wisconsin. This position will also work closely with the communications, conservation programs, and finance departments. In addition, they will assist the

development team with donor prospect strategy and research, communications, and stewardship activities.

Responsibilities (may vary year-to-year):

40% NRF's Great Wisconsin Birdathon:

- Develop and implement an annual workplan for the Birdathon that achieves the event's recruitment and engagement goals.
- Coordinate Birdathon Committee meetings with staff and key partners.
- Utilize and/or manage peer-to-peer fundraising software, donation software, and NRF donor CRM.
- Manage event calendar and timelines.
- Manage Birdathon website and registration process for individuals and organizational teams.
- Maintain and track event participant information.
- Prepare Birdathon content for NRF's website, social media, email, enews letters, news articles, surveys, photos, media kits, etc.
- Manage photo bank, team content, and stories.
- Seek sponsorships, help create sponsorship materials, mailings, and event fulfillment.
- With NRF staff, track donations, assist with gift processing, and acknowledgements.
- Provide detailed gift reporting for NRF-directed contributions and team-designated donations to other nonprofit organizations post-event.

40% Donor Relations:

- Help create an engaged and inspired community of NRF donors.
- Support the NRF development team's strategies and tactics.
- Provide communication, materials, and support for the NRF Board of Directors' Donor Relations and Development Committee.
- Provide donor research for new and upgrade prospects. Identify new donor and funding opportunities.
- Assist with the NRF donor stewardship plan through personalized acknowledgement, recognition, communications, cultivation, invitations, surveys, and impact reporting.
- Assist in tracking of key donor performance indicators such as retention and conversion rates.
- Represent and advocate for NRF donors through excellent customer service.

15% Stewardship and other Engagement Events:

- Assist with the design, planning, communications, implementation, and evaluation of events, such as:
 - Stewardship events
 - Regional gatherings
 - Wayfarers program events
 - Volunteer events
 - Special events

5% Other Duties as Required

Skills & Abilities:

- Integrity and respect for donor confidentiality.
- Exceptional customer service skills with the desire to engage with and help people.

- Ability to anticipate challenges with a solution-oriented attitude and approach.
- Highly organized and meticulous with the ability to manage multiple asks and deadlines.
- Creative, friendly written and interpersonal communications style.
- Ability to travel up to five hours one-way, several times per year.
- Ability to work independently.

Minimum Qualifications:

- 2+ years' event coordination experience.
- Proficiency with Microsoft Office Suite and social media platforms.

Preferred Qualifications:

- Familiar with fundraising approaches.
- Ability to think creatively about ways to gather support for NRF and its programs.
- Experience with individual, foundation, and corporate fundraising campaigns.
- Mission driven, energetic, collaborative attitude.

Salary Range & Benefits:

- \$45,000.00 to \$47,000.00 per year to start, based on experience and qualifications.
- 16 days paid time off.
- Flexible, hybrid work schedule.
- Free parking.
- Office on Capital City Bike Trail.
- Ten paid holidays.
- GHC health & Delta dental insurance (NRF pays 75% of individual health & dental insurance premiums).
- Life, short-term and long-term disability insurance (NRF pays 100% of basic premium).
- Two paid NRF Field Trips.
- 403(b) retirement plan – 4% contribution.
- Flexible spending account.
- Madison Metro Bus Commuter Pass.
- We encourage life-long learning and support ongoing professional development.

How to Apply:

A complete application will include:

- Cover letter which speaks to your experience and ***how it meets the minimum qualifications of this position.***
- Resume.
- Three professional references.

Please combine the requirements above into one pdf and email to NRFHR@wisconservation.org.

Incomplete applications will not be considered.

Application Deadline:

This position will remain open until filled. For best consideration apply by November 16, 2022.