



Position: Annual Giving Manager

Reports to: Director of Philanthropy

Position status:

This is a 100% FTE, exempt, position (working 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 at the office are required. Additional days at the office (up to four) may be required during the probationary period (first six months).

About the Natural Resources Foundation of Wisconsin (NRF):

The Natural Resources Foundation of Wisconsin (NRF) protects our state's lands, waters, and wildlife by providing funding, leading partnerships, and connecting all people to nature. NRF invests over \$1 million each year into conservation and environmental education and leads several diversity, equity, and inclusion efforts for Wisconsin's conservation community. NRF helps people explore the outdoors by annually coordinating 250+ expert-led Field Trips across Wisconsin and hosts the Great Wisconsin Birdathon, the state's largest fundraiser for bird conservation.

NRF is based in beautiful Madison, Wisconsin, 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.

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.

Job Description:

The Annual Giving Manager is primarily responsible for implementing NRF's annual giving campaign including solicitation and stewardship of 4,500+ members and donors. This data-driven position will use development and fundraising metrics to track, report, and analyze donor engagement and giving to meet revenue goals. Candidates who are highly organized, have exceptional attention to detail, show initiative, and have a results-driven philosophy will excel in this position.

Key Responsibilities:

- ***Annual Membership Campaign***
 - Work with development and communications leadership to develop new fundraising strategies using donor segmentation, affinity cohorts, generational messaging, outreach, and engagement materials.
 - Help develop and implement a multi-channel membership campaign that utilizes direct mail, digital communications, and stewardship activities.
 - Maintain and communicate the annual campaign calendar to other staff members.
 - Collaborate on the creation of appeals and giving-related messaging.
 - Continually learn best annual campaign practices to recommend and pilot innovations.
 - Ensure member recognition and benefits are tracked, coordinated, and sent to donors in a timely manner.
 - Identify potential major donors for development team and volunteers.
- ***Database/Data Management***
 - Coordinate and consult with Operations Director to implement best practices for database use, data security, administrative standards, management, and archiving.
 - Review and recommend policies and procedures as they relate to gift processing and donor acknowledgement.
- ***Reporting***
 - Utilizing robust data sets, create development dashboards and monthly reports to track, report, and analyze fundraising metrics including new member/donor acquisition, renewals, upgrades, retention, and attrition.
 - Ensure all financial transactions are accurate and fully documented in the CRM.
 - Submit weekly contributions reports to the finance department.
 - Create reports to track and reconcile pledges, pledge payments, in-kind, matching, and recurring gifts with the finance department.
 - Create accurate lists for donor acknowledgements including the NRF Annual Report and other publications.
 - Provide recipient data for donor appeals, event invitations, and other mailings.
- ***Gift Processing***
 - Work with the Gifts and Grants Processing Coordinator to ensure the accuracy of gift processing including donor information, gift designations, and financial coding.
 - Create donor tax receipts with standard and customized acknowledgement letters to be mailed within one week of gift receipt for one-time donors and recurring donors as appropriate.
 - Act as lead for member and donor questions and concerns from phone and email inquiries.
- ***Donor Relations and Stewardship***
 - Make stewardship and thank you calls to donors to develop and maintain long-term donor relationships.
 - Participate in donor cultivation and other events.
- ***Other Duties as Assigned***

Minimum Qualifications & Experience Required:

- Three years of annual giving/membership experience and knowledge of best practices.
- Knowledge of, and adherence to, the Association of Fundraising Professionals Code of Ethical Standards and Donor Bill of Rights.
- Understanding of the principles of fundraising and a willingness to support a culture of philanthropy within the organization.
- Minimum of three years CRM or related sales/customer/donor database management.
- Highly proficient with technology including Microsoft Office desktop applications.
- Demonstrated data analysis skills to guide a comprehensive annual giving program with the ability to create standardized, custom, and complex reports.
- Eligible to work in the United States (i.e., a citizen or national of the United States, a lawful permanent resident, a foreign national authorized to work in the United States without the need of employer sponsorship).

Preferred Knowledge, Skills, & Experience:

- Commitment to NRF's mission, work culture, and standards of practice.
- Working knowledge of digital communication strategies including website, email, social media, and broadcast media as they relate to fundraising.
- Familiarity with IRS regulations relating to philanthropic giving and nonprofit accounting and reporting standards.
- Excellent customer service and ability to exercise sound judgement independently when responding to inquiries and interacting with members/donors, volunteers, staff, vendors, and others.
- Demonstrated ability to think critically, problem-solving skills, and ability to meet multiple simultaneous deadlines.
- Demonstrated ability to work independently and in a team environment.
- Ability to communicate well verbally and in writing.
- Ability to learn quickly, adaptable, and flexible in attitude.

Salary Range & Benefits:

- \$55,000.00 minimum.
- 16 days paid time off.
- GHC Health Insurance (NRF pays 75% of premium for employee only).
- Delta Dental Insurance (NRF pays 75% of premium for employee only).
- Life, short-term and long-term disability insurance (NRF pays 100% of basic premium).
- Flexible work schedule (hybrid schedule available, minimum two days at the office).
- Free parking.
- Office on Capital City Bike Trail.
- Eleven paid holidays.
- Two paid NRF Field Trips.
- 403(b) retirement plan – 4% contribution.
- Flexible spending account.
- Madison Metro Bus Commuter Pass.

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. Please reference Annual Giving Manager in the subject line of your email. **Incomplete applications will not be considered.**

Application Deadline:

For best consideration apply by October 6, 2023.