



Annual Giving Associate

Organizational Overview

The mission of the [Aldo Leopold Foundation](#) is to foster the *land ethic* through the legacy of [Aldo Leopold](#). Based in Baraboo, Wisconsin, we manage, interpret, and preserve the renowned [Leopold Shack and Farm](#) (a National Historic Landmark), which receives thousands of visitors each year. Our care of this special place continues the Leopold family tradition while demonstrating on-the-ground conservation relevance for the 21st Century. Offsite, too, we reach regional, domestic, and international audiences through a variety of education and land stewardship programs. We impart Leopold's land ethic as described in *A Sand County Almanac*—the book for which Leopold is most widely known—actively engaging educators, citizens, natural resource professionals, and landowners to improve land health in their own communities.

The Aldo Leopold Foundation headquarters is in an idyllic setting surrounded by 600 acres of foundation-owned property and an additional 16,000 acres managed collaboratively among public and private landowners as an [Important Bird Area \(IBA\)](#). The [Leopold Center](#), constructed in 2007, is a LEED Certified Platinum “green” building that is home to the foundation's office space and visitor center.

Diversity Statement

The Aldo Leopold Foundation is an equal opportunity employer and recognizes that just as a healthy ecosystem depends on biodiversity, cultural and social diversity are also essential to a healthy human society. We are committed to expanding the conversation on land ethics by acting to achieve a rich diversity of staff, board, volunteers, members, supporters and those we seek to engage with our programming. We encourage applicants to address this foundation goal in their application materials.

Position Impact Statement

This position advances the foundation's mission by increasing total revenue through charitable giving and growing the number of committed donors and advocates. Using donor portfolio management, recognition, and cultivation strategies, this individual recruits, retains, and increases giving from supporters and prospects through electronic and in-person communications and relationship building.

Position Summary

In collaboration with the marketing and communications team, the Annual Giving Associate works primarily to identify, cultivate, solicit, and steward annual donors. Reporting to the Marketing and Communications Manager, this position coordinates digital and direct mail annual fundraising campaigns, coordinates new member recruitment campaigns, develops philanthropy-based messages and stories for the foundation's communications, and builds personal connections with mid-range donors (\$500 - \$2,500) to improve retention and increased giving. The Annual Giving Associate will be competent within a highly participatory and interactive marketing and communications team. This position will also collaborate with the Executive Director and Development Associate in the functions of prospect research donor engagement. The primary goal is to drive sustainable financial growth through increasing donations and donor cultivation.

Essential Duties and Responsibilities

Annual Giving: Donor Cultivation & Retention

- Responsible for building strong relationships with all donors and specifically managing a portfolio of qualified donors in order to increase their giving. These tactics may include using normal communication channels such

as email, phone, and letters as well as planning and hosting in-person and virtual meetings and highly personalized events and field trips.

- Conceive, organize, manage and often participate in events and field trips for prospective and current donors.
- Convey persuasively the mission of ALF to diverse groups including donors, corporate executives, board members and other who are important to the organization's overall prosperity.
- Act as initial contact and liaison for donor inquiries via responding to incoming calls and emails. Assist donor and/or pass along to appropriate contact and follow up as needed to ensure donor satisfaction.
- Plan and manage stewardship and recognition methods and activities for annual donors (e.g., regularly update the donor acknowledgment and new donor materials).
- Work with the Marketing & Communications Team to:
 - Coordinate and plan all aspects of the foundation's annual fundraising campaigns, including the creation of print and electronic materials (e.g., solicitation, pledge confirmations, and gift acknowledgements) and coordination of their design and production.
 - Identify and deliver content related to the impact of philanthropy through video, social media, and digital platforms.
 - Support social media content creation and online giving opportunities.
 - Collaborate and implement a successful donor relations program that targets annual giving and organizing stewardship and recognition activities.
- Specifically responsible for cultivating mid-level (\$500 - \$2,500) donor prospects.
- Support Executive Director in engagement of major donors.

Administrative

- Assist the Executive Director and collaborate with the Development Associate in database management, to include but not limited to support in prospect research and documentation of donor interactions (e.g., contact reports and bio construction).
- Contribute content to the development calendar.
- Assist with special projects and events, as needed and other duties, as assigned.

Qualifications & Job Expectations, Knowledge, Skills, Abilities

Required:

- One to three years of fundraising, philanthropy, sales, or customer service experience.
- Excellent interpersonal, communication, writing, editing, and organizational abilities.
- Strong command of Microsoft Office and email marketing platforms. (MailChimp experience preferred.)
- Proficiency with Wordpress, Adobe Creative Suite, and Microsoft Office.
- Ability to work both independently with little supervision and in a team environment.
- Demonstrated respect and sensitivity for others; ability to inspire trust and work with integrity.
- Demonstrated understanding of the value of inclusiveness and diversity in all its forms: racial and cultural, political, age, gender, economic, and social.

- Versatility, flexibility, and a willingness to work within changing priorities.
- Ability to adapt to a rapid work pace with frequent deadlines.

Desired:

- Familiarity with not-for-profit fundraising practices and principles including engagement and stewardship experience with supporters.
- Donor or CRM database experience.
- Demonstrated experience using social media platforms to grow and engage communities.
- Experience working with print houses on jobs requiring supervision and press check.
- Ability to work with cross-functional teams.
- Familiarity with the work of the Aldo Leopold Foundation and Aldo Leopold's history and legacy.
- Familiarity with a wide range of current issues in natural resources and conservation.

Compensation and Benefits

Pay range: \$35,000-\$40,000 annually depending on education and/or years of related work experience, with benefits including health, dental, vision, life/AD&D, and short-term disability insurance, SimpleIRA retirement plan (when eligible), Health Savings Account, and paid time off (vacation, floating holidays, and sick leave).

Hours and Schedule

Full-time; Exempt

M-F; Some Saturdays may be required

Travel on occasion and at times on short notice, work long and flexible hours as needed.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties and responsibilities of this position.

While performing the duties of this job the employee is regularly required to sit; use hands to finger, handle or feel, reach with hands and arms, talk and hear. The employee is occasionally required to stand and walk and must be able lift and/or move up to 40 pounds. Vision abilities required for this job include close vision, distance vision, depth perception, and ability to adjust focus.

Position Reports to: Marketing & Communications Manager

Application Instructions

Please submit application materials through this link <https://survey.alchemer.com/s3/6692516/giving> and direct any questions to janstett@aldoleopold.org. Use the subject line "Annual Giving Associate." The application deadline is Sunday, February 6, 2022.

For the full position description, application link and to learn more about the Aldo Leopold Foundation, please visit our website: <https://www.aldoleopold.org/employment/>

The Aldo Leopold Foundation provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability status, protected veteran status, or any other characteristic protected by law. In addition to federal law requirements, ALF complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.