



**GROUNDSWELL**  
CONSERVANCY

## Director of Major & Planned Gifts

### **Who We Are:**

Groundswell Conservancy is a nonprofit land-protection organization in Madison, WI. Our mission is to protect special places, forever. We want everyone to live in a world filled with green places where communities thrive. We strive to be an anti-racist organization that shares power and decision-making with groups and individuals that reflect our diverse community. We believe that land is essential for people's physical, emotional, and spiritual wellness. We are a nationally accredited, results-oriented organization that serves Dane County and the surrounding region of southcentral Wisconsin. We have permanently protected nearly 14,000 acres of important land and water since 1983. Learn more about us at [groundswellconservancy.org](http://groundswellconservancy.org).

### **The Opportunity:**

Groundswell seeks an experienced fundraising professional who is energized by the prospect of joining its team, which has a proven commitment to fundraising and a shared passion for conservation. This is an exciting opportunity for an enthusiastic, organized, outgoing, innately curious individual who embodies empathy and enjoys developing and maintaining close relationships with supporters.

### **What You'll Do:**

The Director of Major & Planned Gifts (DMPG), working closely with the Executive Director, Development Coordinator, and a Development Committee, is responsible for planning, implementing, and overseeing Groundswell's development plan to support its programs and operations. They will create and build relationships with individuals, businesses, foundations, and partners to secure funding to meet our \$1.2M operating budget. They will directly solicit and secure major gifts with a portfolio of prospective and leadership donors (\$1,000+). They will promote and solicit planned gifts and steward relationships with existing Legacy Circle members. They will involve and engage staff and board members in donor cultivation and stewardship, continuing a culture of philanthropy within Groundswell.

The DMPG reports to the Executive Director and supervises the part-time Development Coordinator and full-time Communications Manager.

## **Primary Responsibilities:**

### **Leadership and Management**

- Create and serve as staff liaison to a Development Committee, whose role is to partner with staff on fundraising activities with a focus on identification, qualification, cultivation, and stewardship of donors.
- Supervise the Development Coordinator in their management and implementation of annual giving (focus on donors giving up to \$999 annually), including special appeals (spring, year-end, Giving Tuesday, and new member solicitations), prospecting, and monthly giving (Sustainers).
- Supervise the Communications Manager in their management and implementation of the Communications plan (email, website, publications, signage, events, social media) as well as field trips and outreach.
- Oversee our strategy with grantmaking foundations, leading quarterly meetings with appropriate staff to match organizational needs with current and prospective foundations, and track grant applications and reports.
- Report to the Executive Director, staff Directors (at bi-weekly meetings), and Board of Directors on planning, progress, and fundraising performance.
- Manage and implement development, outreach, and communications budget.
- Oversee use of donor database (Little Green Light) to ensure that donor information is accurately and consistently stewarded.
- Track and analyze fundraising data and trends to set fundraising targets and prioritize strategies, seeking innovations that increase efficiencies and achieve organizational fundraising goals.

### **Fundraising**

- Build and strengthen relationships with a portfolio of ~120 donors giving \$1,000+ per year using best practices and moves management strategies.
- Build and strengthen relationships with a portfolio of 74 Legacy Circle members, who have included Groundswell in their will or estate plans.
- Work with the Executive Director to identify a portfolio of donors and Legacy Circle members for them to steward.
- Manage and conduct donor visits, involving other staff and board members, as well as make direct solicitation and close gifts.
- Work with all staff to continually grow knowledge of and be able to discuss programmatic work and conservation priorities.
- Write solicitation letters and assist with foundation grant proposals and reports.
- Plan and implement a biennial planned giving campaign, which includes a Legacy Circle Party for current and prospective Legacy Circle members.

- Research donor potential and understand donor goals. Be ready to discuss assets and opportunities for gifts of securities or other non-cash gifts, such as planned gifts and gifts of land.
- Participate in timely donor acknowledgements, including thank you letters and phone calls.
- Work with staff, board, and the development committee to identify, qualify, and reach out to prospective donors.

**Who You Are:**

- Passionate about and committed to Groundswell’s mission and values.
- A team player with 3 to 5 years of demonstrated fundraising success leading a comprehensive development program.
- Experienced in major gift solicitation and raising 5-figure gifts or more.
- Curious, outgoing, and enjoy engaging with donors and learning about their lives, values, and passions.
- Empathetic and able to connect donors’ values and goals with Groundswell’s opportunities.
- Knowledgeable of and committed to fundraising best practices.
- An experienced supervisor.
- An excellent communicator with demonstrable oral and written communication skills, including experience effectively crafting solicitations (both written and in-person “asks”).
- Very well organized and able to manage and follow through on multiple projects.
- Able to manage budgets.
- Someone with advanced computer skills, including experience with Little Green Light or similar CRM database.

We know there are great candidates who may not check all of these boxes. We also know you might bring important skills that we haven’t considered. If this describes you, don’t hesitate to apply and tell us about yourself.

**Salary and Benefits:**

This is a full-time (40 hours/week) position. The salary range is \$80,000 to \$90,000 annually depending on qualifications. Benefits include:

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- Health insurance through Quartz (Groundswell covers 75% of the monthly premium for the employee)
- Dental insurance (Groundswell covers 90% of the monthly premium for the employee)
- 12 paid holidays per year plus 3 days paid personal time per year
- Annual leave starting at 80 hours per year
- Paid sick leave accrued at the rate of 8 hours per month

- Additional paid and unpaid family, parental, and other forms of leave
- Simple IRA retirement (Groundswell matches up to 3% of the employee's voluntary contribution)
- Free parking and office on Capital City Bike Trail

Groundswell prides itself on being a supportive, collaborative, and flexible work environment. We are an Equal Opportunity Employer and seek to employ staff members who represent the diversity of the Dane County community.

**Work Schedule and Location:**

We offer flexible working hours, with some evening and weekend work related to events and field trips. Our office is in Madison, WI. Events take place in and around Dane County. There is the option for some remote work.

**To Apply:**

Please email a resume, three references, and a cover letter to [admin@groundswellconservancy.org](mailto:admin@groundswellconservancy.org). Please include Director of Major & Planned Gifts Application in the subject line.

The hiring team will begin reviewing and interviewing candidates on a rolling basis as soon as December 2, 2024, with the goal of having the successful candidate in position before the end of the calendar year.