



Development Director 2021

About The Ridges Sanctuary

The Ridges Sanctuary mission is to protect the Sanctuary and inspire stewardship of natural areas through programs of education, outreach, and research. The Ridges was established in 1937 after Albert Fuller, then Curator of Botany at the Milwaukee Public Museum, began spending a significant amount of time surveying the landscape. Fuller spearheaded a grassroots movement to protect this incredibly diverse property and establish Wisconsin's first land trust. The Ridges now protects over 1,600 acres comprising fifteen discrete plant communities, 475 inventoried vascular plants, a Boreal Forest glacial relict, and twenty-six of Wisconsin's forty-nine native orchids. The Ridges has also established popular early childhood education programs, a nationally recognized Orchid Restoration Project, and welcomes over 35,000 visitors to the Nature Center each year.

Position Summary

The Ridges Sanctuary seeks a highly motivated individual to lead, manage, and organize fundraising initiatives on behalf of the organization. This individual will work closely with staff, board members, Development Committee, and key stakeholders to support our program initiatives by utilizing grant research/writing, individual and business donation solicitation, event-related fundraising, memberships, and ongoing donor stewardship. This individual also administers The Ridges marketing and communication efforts.

This full-time, exempt position reports to the Executive Director and oversees a professional Marketing Assistant.

Duties & Responsibilities

Development

- Develop and execute comprehensive Development Plan to meet revenue goals to support all programs, financial goals, and organization operations
- Design, implement, and manage all fundraising activities including annual appeal, year-end giving, fundraising events, endowment and capital campaigns, and special projects
- Identify new donor prospects and manage strategies and activities for donor cultivation, solicitation, and stewardship
- Increase membership to the Albert Full Society, donors designating The Ridges for planned gifts
- Research new grant funding opportunities, establish relationships, write funding proposals, and oversee all grant reporting
- Ensure that donor intentions are followed
- Acknowledge donors where and when appropriate
- Coordinate promotion, marketing, and underwriting support for special events

Marketing & Communications

- Develop and execute strategic Marketing and Communications Plan to increase and drive awareness of The Ridges Sanctuary, its programs and activities
- Demonstrate an ease with producing marketing materials using digital technology – including website maintenance and updates, email distribution, and social media posts. Additionally, produce print media – including brochures, mailers, and annual reports.
- Oversee development, editing, and distribution of the Annual Appeal, event programs, guides and other print marketing and collateral materials for The Ridges
- Coordinate with other organizations and entities (i.e., Baileys Harbor Community Association, Peninsula Pulse) to ensure consistency of content and leverage awareness related to The Ridges
- Maintain and enhance communication with members

Administrative

- Prepare annual Development Plan and Marketing Plan, as well as supporting budgets
- Oversee Development Assistant and assist with hiring and training of new staff members
- Prepare program and staff reports as needed
- Oversee development and distribution of all gift receipts, thank you letters, reports to board of directors, and other fundraising correspondence in timely manner
- Work with staff to manage and maximize use of donor database systems (Altru & Volgistics)
- Attend Development Committee meetings and participate in board meetings as needed
- Provide ongoing support and training for board members and key stakeholders

Candidate Profile & Qualifications

- Bachelor's degree with relevant coursework
- At least three years of nonprofit development experience with proven track record of fundraising success
- Experience creating and executing a development plan utilizing various fundraising tactics
- Knowledge and experience of writing and managing grants
- Experience in financial management planning
- Proven experience in developing marketing strategies
- Demonstrated passion for supporting The Ridges' mission
- Strong oral and written communication skills

How to Apply

Please send cover letter and resume to Andy Gill, Executive Director at andy@ridgessanctuary.org by Wednesday, July 28, 2021

The Ridges Sanctuary is an equal opportunity employer and considers applicants for all positions without regard to race, color, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally-protected status.