



Job Posting

492 Hill Street · Suite 205 · PO Box 364 · Green Lake, WI 54941
www.greenlakeassociation.com · (920) 294-6480

DIRECTOR OF DEVELOPMENT

The Green Lake Association's Board of Directors is pleased to announce the creation of a new position, the Director of Development. This individual will provide additional leadership for a growing program of philanthropic support for our science-based work to preserve the water quality of Wisconsin's Big Green Lake. The Director of Development will join staff professionals, fundraising counsel, and Board members who have already begun the work of preparing for a significant comprehensive campaign for our important conservation work.

ABOUT GREEN LAKE AND THE GREEN LAKE ASSOCIATION

Big Green Lake, located 80 miles north of Madison, is a unique body of water that has occupied an important position in Wisconsin's history ever since the first Winnebago Indians came to its shores 500 years ago. It is Wisconsin's deepest natural inland lake, and because of its remarkable size (7,920 acres) and depth (236 feet), it shares many of the similarities to the Great Lakes and sustains lake trout.

Green Lake spawned Wisconsin's renowned tourism industry when it became the first summer resort west of Niagara Falls in 1867. Trains began bringing summer visitors from all over the United States in 1871, and they have been coming ever since. Currently, there are about 1,500 residences on the lake's perimeter, with nearby quaint towns in Green Lake (population 970), Princeton (population 1,170), and Ripon (population 7,800 and home to Ripon College).

The Green Lake Association (GLA) is a nonprofit organization of property owners, farmers, businesses, and citizens that have joined with professional staff to pursue a mission to preserve the water quality in Green Lake and its watershed. Originally formed as a homeowners' association in 1951, it now collaborates with various academic and governmental institutions to find scientific solutions to a variety of threats to its water quality. Of Wisconsin's 600 homeowners' associations, it is one of three in the state that has paid, professional staff.

THE OPPORTUNITY

The Director of Development is a senior leader of the Green Lake Association (GLA) who will plan and implement a comprehensive fundraising program in support of the GLA's mission. This position reports to the Executive Director and works closely with the GLA Board of Directors, Fund Development Committee members, other staff, and volunteers to achieve philanthropic goals that are aligned with our strategic plan.

The Director of Development is charged with overseeing and implementing strategies for our revenue-generating activities, including, but not limited to: membership; annual giving; major gifts from individuals,

corporations and foundations, including planned giving; and the annual gala. He/she will work closely with a team of GLA staff, Board members, fundraising counsel, and volunteers to further the development and execution of a comprehensive plan, including a major gifts campaign.

The Director of Development will be one of the GLA's major gift fundraisers, responsible for the identification, qualification, cultivation, solicitation, and stewardship of major gifts from individuals. This position will oversee a donor database system to manage the relationships of key GLA supporters.

BENEFITS & OFFICE ENVIRONMENT

This is a full-time opportunity with compensation commensurate with experience. The GLA's retirement program offers a 100% match up to 3% salary contributions and a monthly medical reimbursement. We have built a strong team and a supportive, flexible work environment. Our office is in a restored, historic building that is now a community center with ample cultural activities and a 24/7 gym right down the stairs.

PRIMARY AREAS OF RESPONSIBILITY

Leadership

- Develop compelling case statements and messages in support of GLA programs.
- Lead and support the fundraising goals and activities within our strategic plan.
- Provide counsel to staff and the Board in terms of fundraising roles based on best practices.
- Plan and execute all elements of the annual campaign and the comprehensive campaign.
- Assume primary responsibility for identifying and researching potential funding sources, proposal preparation, final reports, and reports to funders.
- Provide major and planned gift program leadership in identifying, qualifying, cultivating, soliciting, and stewarding all donors.
- Oversee all areas of development operations including gift and data entry, research, gift reporting, and donor database management.
- Manage a portfolio of 75-100 potential major donors.

Planning

- Work with the Executive Director to prepare and implement an annual development budget and plan.
- Prepare, maintain, and communicate an up-to-date development calendar.
- Work with staff and Board to develop long-range development plans to meet future needs, including a comprehensive campaign.
- Actively participate in all Gala planning.

Engagement

- Maintain a visible role as a key public spokesperson for the GLA.
- Collaborate with staff and consultants to prepare materials and digital media strategies that demonstrate the impact and value of the GLA's work in the Green Lake watershed.
- Lead planning and executing donor cultivation initiatives, such as Community Connections Parties.
- Attend periodic evening and weekend events, as needed, and with advance notice.

CANDIDATE QUALIFICATIONS

The Green Lake Association recognizes that the successful candidate may come from a variety of backgrounds and experiences. The GLA will evaluate the total qualifications and attributes of each candidate. Not all candidates will have achieved our ideal qualifications.

The ideal candidate will have:

- A Bachelor's Degree in areas such as marketing, communications, public relations, or a related field of study.
- Two to five years of fundraising experience.
- An understanding of the five main elements of a development program: annual giving, major and planned giving, development operations, donor relations, and development communications.
- Experience and passion for furthering community needs, especially regarding environmental issues.
- Familiarity with the Green Lake area.

All candidates should possess:

- Leadership skills and an ability to coach and mentor staff, board members, and volunteers in achieving philanthropic goals.
- Exemplary oral, written, and public speaking communication skills.
- A strong personal presentation.
- Extreme organization with attention to detail and the ability to manage multiple tasks in a fast-paced work environment.
- An ease when meeting new people from a variety of backgrounds and an ability to connect them to the mission of GLA.
- Comfort with technology, including Microsoft Office Suite and donor databases, such as GiftWorks.
- The ability to work effectively with local officials, property owners, business, and agricultural leaders.

APPLICATION PROCESS

The Director of Development search process will continue until the position is successfully filled, with an initial deadline of November 20, 2019. To apply, send the following materials in PDF format to development@greenlakeassociation.com:

1. A **cover letter** that describes why you are interested in and qualified for the position,
2. A **resume** that summarizes relevant education and experience, and
3. A **list of three professional references** with contact information and relationship to the applicant (we will only contact references for final candidates and we will notify you ahead of time).

Applications will be acknowledged and reviewed when submitted. Interviews with the most qualified candidates will be scheduled on a mutually-convenient date.