Annual Giving & Operations Manager

Who We Are:

Clean Lakes Alliance is a 501(c)(3) nonprofit organization devoted to improving the water quality of lakes, streams, and wetlands in the Yahara River Watershed. Our mission is to champion the lakes and watershed stewardship for the benefit of all. Working closely with government agencies, waterway user groups, local businesses, farmers, lakefront property owners, and other stakeholders, we strive to serve as a positive voice in promoting our cherished lakes. To learn more about our mission, work, and priorities, please visit our website at cleanlakesalliance.org.

The Opportunity:

Clean Lakes Alliance seeks an **Annual Giving & Operations Manager** to join our passionate and dedicated team. This is a full-time, benefits-eligible position. This position is responsible for managing our annual campaign, maintaining donor databases, analyzing engagement metrics, building community relationships, and supporting event logistics. This role is pivotal in driving our mission forward through effective donor engagement and community involvement.

Primary Responsibilities:

Annual Campaign Management (40%)

- Develop donor-engagement plans across all channels, such as email, direct mailings, website, social media, events, etc.
- Execute Annual Campaign strategies related to the Friends and Lake Partners 'membership' program by leading the donor-solicitation process
- Create and manage calendar for communications across the Annual Campaign
- Manage relationships with organizations hosting fundraising events on Clean Lakes Alliance's behalf
- Write, edit, and distribute appeal letters, emails, and other communications
- Manage and maintain database health to foster the growth of the organization
- Track engagement metrics

Database Administration (40%)

- Validate and input all gifts into Raiser's Edge
- Manage database cleanup efforts
- Stay abreast of Blackbaud updates to optimize the performance and capabilities of the Raiser's Edge CRM platform

Analytics (10%)

- Collect and analyze supporter data, web traffic, conversions, etc. to gain insights
- Generate regular reports on metrics to inform strategy
- Monitor industry trends to identify new outreach opportunities

Community Building (5%)

- Respond to supporter emails, comments, and questions in a timely manner
- Identify and help cultivate community ambassadors for potential partnerships

Events (5%)

- Support logistics for all Clean Lakes Alliance-hosted events
- Support event prep and day-of tasks/responsibilities, such as participant registration and check-in

Ideal Candidate Attributes:

- Passionate about Clean Lakes Alliance's vision, mission, and values.
- A team player with 2 to 5 years of demonstrated fundraising success leading a comprehensive development program.
- Knowledgeable and experienced in executing best practices around fundraising activities.
- Excellent oral and written communication skills, including experience effectively crafting solicitations (both written and in-person "asks").
- Very well organized and able to manage multiple projects.
- Proficient computer skills, including experience with Raiser's Edge 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 or life experiences that we haven't considered. If this describes you, don't hesitate to apply and tell us about yourself.

Salary & Benefits:

- Annual salary: $50,000 - $60,000 per year (commensurate with training, education, and experience)
- Other benefits include:
    - Limited opportunity for weekly remote work
    - In recognition of weekend or evening work related to events, the office is closed the Thursday and Friday of Presidents' Day Weekend and the Fridays of Memorial Day and Labor Day Weekends
    - Family Leave Policy (up to 6 weeks per calendar year of employer-paid leave for eligible situations)

- Group Term Life Insurance
- Short & Long-term Disability
- Flexible Spending Plan
- 401 (k) Retirement Savings (employer contribution of 6% of eligible employee salary)
- Madison Metro Commuter Pass
- Madison Boats Family Membership
- Flex hours with office closed Friday afternoons
- Paid Holidays: New Year's Day, Martin Luther King Jr. Day, President's Day, Memorial Day, Independence Day, Labor Day, Columbus Day/Indigenous People's Day, Thanksgiving Day, Friday after Thanksgiving, Afternoon of Christmas Eve, Christmas Day, Boxing Day (day after Christmas), and Afternoon of New Year's Eve
- Earned Time Off: 15 paid time-off days (120 hours) per calendar year (starting), prorated depending on start date

Work Environment:

The work environment and job specifications listed below are representative of those that must be met by an employee, with or without accommodations, to successfully perform the essential functions of this job.

- Clean Lakes Alliance work hours are typically 8:00-5:00 M-Th and 8:00-12:00 F.
- Occasional evening and weekend work generally corresponds with Clean Lakes Alliance events.
- Access to a personal vehicle is required for traveling to project and event sites. All approved mileage is reimbursed at the federal rate. Must be able to work outdoors independently rain or shine.
- Workdays may involve lifting and transportation of tools and equipment used in moderate-intensity outdoor work. Must be able to routinely lift and/or move up to 20 pounds and occasionally lift and/or move items up to 40 pounds.
- Most work is performed at a desk in a small, open office environment, with occasional off-site work for the purpose of supporting Clean Lakes Alliance-hosted community events.
- Travel to primary job location and various other locations for events, meetings, presentations, etc.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

To Apply:

Please email a **letter of interest**, **resume**, and **three professional references** with contact information to resumes@cleanlakesalliance.org. We are using a rolling interview process for the recruitment of this position in which interviews will be scheduled as highly qualified applications are received. Applications will be accepted through **5:00 p.m. CST on Monday, December 16, 2024**. Include "Annual Giving & Operations Manager" in the subject header. References will only be contacted for the final applicant pool, and you will be notified beforehand. The intended start date for this position is January 2, 2025.

Clean Lakes Alliance values diverse life experiences and is an Equal Opportunity Employer. We encourage candidates of all races, ethnicities, gender identities, and backgrounds to apply.