



Donor Engagement & Data Specialist

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. 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 a **Donor Engagement & Data Specialist** to join our passionate and dedicated team. This is a full-time, hourly, non-exempt position with an expected start date sometime in June 2025. The Specialist's role is to lead the development, implementation and maintenance of systems related to the engagement and tracking of Clean Lakes Alliance constituents. This position supports annual campaign operations, maintains donor databases, analyzes donor-engagement metrics, and supports the Executive Director and Advancement Director with development initiatives.

Primary Responsibilities:

Development (40%)

- Implement day-to-day development operations, including preparing, printing, and mailing donor letters and coordinating campaign materials.
- Internally coordinate the execution of donor engagement plans across channels like email, website, social media, events, etc.
- Manage calendar for communications across the annual campaign
- Write, edit, and distribute appeal letters, emails, and other communications

Database Administration (40%)

- Validate and input all gifts into Raiser's Edge (Blackbaud CRM system)
- Utilize Blackbaud Raiser's Edge to run queries, generate reports, and pull segmented donor lists.
- Perform and maintain database health to foster the growth of the organization.

- Maintain consistent data entry practices to ensure completeness and accuracy

Analytics (15%)

- Collect and analyze Annual Campaign data, web traffic, donor-conversion rates, etc. to gain insights
- Analyze fundraising performance and donor trends to inform campaign strategy and engagement efforts.
- Monitor industry trends to identify new outreach opportunities
- Support internal teams with data-driven reports

Events (5%)

- Support logistics for all Clean Lakes Alliance events
- Support event prep and day-of tasks

Desired Qualifications:

- Passionate about Clean Lakes Alliance's mission and values
- Proficiency in using Excel
- Experience or strong familiarity with Blackbaud's Raiser's Edge or similar Customer Relationship Management (CRM) database system
- Experience or strong familiarity with email-marketing software, such as CreateSend and Mail Chimp
- A quick learner and team player with at least one year (preferred) of relevant experience
- Knowledgeable of fundraising best practices
- Excellent communication skills, including experience effectively crafting donor solicitations (both written and in-person "asks")
- Very well organized and able to manage and follow through on multiple projects.

We recognize there are great candidates who may not check all 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

Compensation & Benefits:

Starting compensation of \$23.08 per hour which annualizes to approximately \$48,000 per year as a full-time employee, payable in biweekly installments. Other benefits include:

- Limited opportunity for weekly remote work
- Flex hours with office closed Friday afternoons
- Family Leave Policy (up to 6 weeks per calendar year of employer-paid leave for eligible situations)
- Health Savings Account

- Group Term Life Insurance
- Short & Long-term Disability
- 401 (k) Retirement Savings (employer contribution of 6% of eligible employee salary)
- Madison Metro Commuter Pass
- Madison Boats family membership
- 11 full days and 2 half days of paid holiday: 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 to start, prorated depending on start date. Additional ETO days awarded based on tenure.

Work Schedule & Location:

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's official, publicly advertised office hours are typically 8:00-4:00 M-Th and 8:00-11:30 F. Some hours outside the regular business day may be needed to meet organizational needs, including but not limited to attending Clean Lakes Alliance events, meetings and programs.
- 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:

This position was first posted on April 24, 2025. The recruitment period will remain open until the right candidate is found to fill the role. Applications received by or prior to

Friday, May 30, 2025, will be given preference. Applications will be acknowledged and reviewed as they are received. Top candidates will then be invited to participate in one or more interviews before a hiring decision is made.

To apply, please email a **letter of interest, resume, and three professional references** to resumes@cleanlakesalliance.org and include "Donor Engagement & Data Specialist" in the subject header. A rolling interview process will be used, and references will only be contacted for the final applicant pool following notification of those intentions.

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.