



# Northwest Connecticut Land Conservancy

PROTECTING LAND AND WATER FOR PEOPLE, FOR WILDLIFE, FOREVER.

## Director of Development

### **About Northwest Connecticut Land Conservancy (NCLC)**

Northwest Connecticut Land Conservancy is a nonprofit, regional conservation organization working with the communities of Litchfield and northern Fairfield Counties to safeguard natural and working lands, public recreation areas, and drinking water resources forever. Founded in 1965, NCLC is the largest land trust in Connecticut, protecting 13,000 acres (and growing) of vast, connected natural areas. NCLC's conserved lands include 21 public hiking preserves, 40 working farms, and over 3,000 acres of habitat for rare and endangered species.

NCLC believes in connecting people to nature through public access to wildlands and free educational programming for all ages. NCLC is also a dedicated conservation partner and service provider, assisting the work of local land trusts and regional partners through funding and technical assistance for acquisitions and stewardship, as well as providing shared staff. To strengthen the region's capacity to conserve high-quality conservation lands and ensure the permanence of those conserved lands for the future, NCLC merged with Brookfield Open Space Legacy in 2019 and Naromi Land Trust in 2020.

In recognition of its exceptional work, NCLC is a nationally accredited land trust, and has received the state's highest land trust award for land preservation from the Connecticut Land Conservation Council, an EPA Environmental Merit Award for its outstanding commitment to protecting the natural environment, and a Working Lands Alliance Pathfinder Award for its significant contributions to educating the public about the importance of farmland preservation.

### **Position Description**

The Director of Development will lead all aspects of NCLC's fundraising program, establish and implement strategies to meet annual revenue goals and multi-year campaign goals, and broaden the organization's base of support. A source of inspiration and strategy, the director provides the "insistent voice" that keeps development and campaign activities within a specific and limited timetable.

The Director of Development will be responsible for the planning, organization, research, and implementation of all fundraising campaigns. The director coordinates identification, enlistment, and training of volunteer fundraisers; identification, cultivation, and solicitation of prospects; and oversees development office support and recordkeeping. The Director of

Development will work closely with the land trust staff, Board of Directors, its members, partners, key stakeholders, and prospective supporters to build a welcoming, successful, and respected community institution.

The Director of Development will lead organization-wide fundraising efforts to increase participation and meaningful relationships with varied audiences, including major donors, members, foundations, and corporations. These initiatives include writing development plans, leading major gift campaigns, creating annual appeals, and member drives. The Director of Development will lead prospect research initiatives and analyze historical giving data. Finally, the Director of Development will plan and execute galas, donor cultivation events, and donor stewardship initiatives.

## **Duties and Responsibilities**

### **Annual Fundraising**

- Provide annual campaign strategies and executes all fundraising campaigns in a timely and compelling manner.
- Oversee the donor prospect process through all stages, including cultivation, solicitation, follow-up, and tracking of new and current prospects.
- Track progress toward all development revenue goals closely, adjusting strategies when needed, and keeping the Executive Director and Board of Directors regularly informed.
- Coordinate the work of the Development Committee of the Board of Directors, working with the chair to ensure the committee is engaged and maximum value is achieved from their participation. Organize all committee meetings, develop agendas, and conduct follow-up.
- Guide the enlistment of the entire organization in the fundraising process and provide training to staff and volunteers.
- Oversee the administration of the organization's donor database, including detailed tracking of membership information and the timely processing of donor contributions.
- Attend the organization's public events and fundraisers as needed to cultivate new donors and develop strong relationships with existing donors.

### **Major Gift Management**

- Direct the major gift program by supporting and coordinating the work of the Executive Director, Development Committee, and Board of Directors to ensure successful completion of annual goals.
- Collaborate with the Executive Director and other program staff to identify potential donors and cultivate and solicit them for major gifts for general operations, as well as special priorities.
- Assign and/or conduct prospect research, review research to determine strategies, draft and manage solicitation plans, set-up prospect meetings, draft correspondence

and call reports, maintain and track records in database, and write major gift acknowledgements.

- Cultivate and solicit prospects for gifts of \$10,000 and above.
- Establish long-range management goals for the major gift program, such as number of monthly visits, number of cultivation events, and number of cultivation communications.
- Design and implement major gift cultivation and stewardship events.
- Identify, cultivate, and solicit planned gifts on an individual donor basis, and conceive and implement strategies to build a planned giving program.

### **Special Events and Campaigns**

- Oversee the effective execution of fundraising events including site preparations, vendors and contractors, volunteers, insurance, and budgets.
- Develop and manage timelines for all fundraising events and campaigns as well as ensure adherence to deadlines.
- Collaborate with land trust staff to develop a recognition program for the organization's membership.
- Utilize NCLC's donor database and other technology to track invitations, attendance, RSVPs, and table/seating arrangements for events.

### **Grant Management**

- Collaborate with land trust staff to develop portfolio of funding needs and opportunities, and oversee efforts regarding foundation grants, grant proposals and reports, and relationships with grant makers.
- Oversee the tracking of grant deadlines, production and submission of compelling grant applications, and subsequent reports.

### **Communications**

- Collaborate with other staff to develop and implement an annual communication and outreach plan that broadens awareness of NCLC's regional conservation work, programs, priorities, and community impact.

### **General Organizational Sustainability**

- Work in partnership with colleagues, partner organizations, members, and the community at large to build a welcoming, successful, and respected community institution.
- Maintain familiarity with the organization's governing documents (mission, bylaws, strategic plan, policies, etc.).
- Keep current on all aspects of Land Trust Standards and Practices as they apply to job function.

**Reports to:**

Executive Director

**Salary and Benefits:**

NCLC is a collaborative and supportive work environment that encourages and inspires professional growth. NCLC offers a competitive salary and comprehensive benefits package. The annual salary range for this position is \$85,000 -100,000 depending on experience. NCLC offers full-time employees paid vacation, holidays, personal, and sick leave. NCLC pays 95% of health, life, vision, and dental insurance for full-time employees and contributes to a retirement plan.

This is an equal opportunity, full- time, exempt position located in Kent, CT.

**Preferred Qualifications**

- Five years of experience working for an environmental nonprofit in a senior fundraising capacity.
- Capital campaign experience.

**Minimum Qualifications**

- Exceptional oral and written communication skills; ability to make a compelling case for support of programs.
- Supervisory experience, including ability to motivate, lead, set objectives, and manage performance.
- At least seven years of experience in managing complex fundraising and special events projects.
- Demonstrated track record of cultivating and soliciting gifts of \$10,000 and above.
- Demonstrated success in the development of fundraising programs of at least \$1,000,000 annually.
- Excitement for land conservation.
- Ability to create strategic vision and attend to the administrative details of running a development program.
- Strong sense of ethics, integrity, discretion, and ability to maintain confidentiality of donor and project information.
- Ability to work some non-standard hours, including evenings and weekends.