



DOOR COUNTY  
LAND TRUST  
Protecting Door County's Exceptional Lands and Waters Forever

## Annual Fund and Membership Manager – Position Overview

### About the Door County Land Trust

Since our inception in 1986, the Door County Land Trust has worked to preserve, maintain, and enhance lands that contribute significantly to the scenic beauty, open space, and ecological integrity of the Door Peninsula and its islands. In pursuit of this mission, we have earned a reputation as one of the Midwest's premier conservation organizations. We have worked with scores of landowners to protect more than 10,000 acres of fields, forests, farmlands, wetlands, and shoreline—and we are growing. We are a local, nonprofit, nongovernmental organization supported by more than 4,200 households who love Door County and share a concern for its future.

### The Opportunity

The Annual Fund and Membership Manager is the strategic engine of our fundraising program, responsible for the seamless execution of a comprehensive, calendar-driven giving program. This role requires a unique blend of logistical mastery and donor-centric stewardship. You will oversee the development, implementation, and evaluation of our annual fundraising plan, including a strong membership program that has consistently exceeded annual goals. The position will also create and build a mid-level donor program designed to identify major donor prospects. We are seeking an organized, ambitious professional who finds satisfaction in executing and further refining a strong plan for the purpose of artfully moving supporters through a journey of engagement.

### Key Areas of Responsibility

#### 1. Strategic Campaign Planning & Execution (35%)

- **Annual Plan Development:** Develop, implement, and evaluate a comprehensive calendar-driven annual fundraising plan in alignment with current practices, including mail solicitations, email appeals, social media, and digital campaigns (renewals, spring appeal, end-of-year appeal).
- **Segmented Appeals:** Design and execute segmented direct mail and digital campaigns, leveraging donor data to increase retention, renewal, acquisition rates, and increased giving. Collaborate with Database Manager for their support in list segmentation, target ask strings, etc.
- **Manage Membership Program:** Plan, implement, and evaluate a calendar-driven membership program. Manage membership renewal process: coordinate design and writing needs; communicate with Database Manager to identify mailing segments; delegate administrative tasks and coordination of volunteer work to Donor Services Coordinator.

#### 2. Mid-Level Donor Engagement (25%)

- **Mid-Level Donor Cultivation:** Identify current annual fund donors and members with capacity and affinity to move into major or planned giving portfolios.
- **Membership Engagement and Management:** Initiate member-to-donor strategy for mid-level donors. Identify engagement strategies in a one-to-many approach through group communications and events.

- **Stewardship Plan:** Develop and implement a stewardship plan and calendar to ensure consistent, personalized acknowledgment and engagement; delegate related stewardship activities to Donor Services Coordinator.
- **Donor Inquiry Management & Workflow Design:** Serve as the primary point of contact for all donor inquiries via phone, email, and in-person visits. Develop and implement standardized routing protocols to ensure all organization-wide inquiries are captured and directed back to the appropriate Development lead for resolution.

### 3. Events Management (20%)

- Manage all member, donor, and Legacy Circle events including planning, execution, and evaluation to include: Annual Gathering, donor appreciation event, planned giving informational sessions and Legacy Circle events, and key events planned by Community Conservation Coordinator (volunteer hike leader trainings, annual volunteer appreciation event, etc.).

### 4. Development and Board Support (15%)

- Support Development Committee meeting scheduling, materials preparation, and ongoing engagement with committee members.
- Collaborate with Development Director and Committee Chair on agendas and discussion topics and present regular updates for the Annual Fund and Membership Program.
- Prepare meeting packets and slide decks for committee and Board meetings, take (or manage) Development Committee meeting minutes, and document compliance with program policies and procedures.
- Collaborate with Development Director to coordinate Development staff team's meeting schedule, recordkeeping, and workplan tracking.

### 5. Development Growth & Capacity Building (5%)

- Serve as an adaptable partner in scaling fundraising operations and building organizational capacity. Assist with critical tasks, workflow adjustments, and staffing support as assigned to meet the immediate and long-term goals of the Land Trust's evolving funding needs.

## Professional Experience & Qualifications

Even if you don't feel that you meet every single requirement, we still encourage you to apply.

- **Annual Fund Plan Execution:** 3 years of experience in developing and implementing calendar-driven fundraising plans across mail, email, and digital platforms, with a focus on donor acquisition, renewal, retention, and increased giving.
- **Data-Informed Strategy:** Skilled in tracking key metrics and leveraging donor data to design sophisticated, segmented appeals; the ability to work closely with database and communications colleagues to target solicitations that increase donor lifetime value.
- **Membership Program Growth:** Demonstrated success in operationalizing, reporting, and evaluating membership giving programs, including the creation of "member-to-donor" strategies for mid-level growth.
- **Mid-Level Relationship Management:** Successful experience in identifying, cultivating, and stewarding mid-level annual giving donors through personalized outreach, with the ability to identify high-capacity donors and transition them into major or planned giving portfolios.
- **Stewardship Planning:** Proven ability to develop and maintain a rigorous stewardship calendar that ensures every donor receives consistent, high-standard acknowledgment appropriate for their giving level.
- **Event Logistics & Execution:** Skilled in the end-to-end management of events—from Annual Gathering and donor appreciation events to Legacy Circle informational sessions—focusing on planning, execution, volunteer appreciation, and ROI evaluation.

### Core Competencies

- **Mission Alignment:** A genuine passion to learn from and communicate with supporters of all levels and personalize donor interactions for further engagement.
- **Fundraising Ambition:** A relentless drive to expand our conservation impact, consistently setting and reaching ambitious revenue goals that fuel the DCLT mission.
- **Exceptional Written and Phone Fluency:** Superb donor interaction skills, recognizing that every interaction, call, or email is a critical investment in building long-term trust and loyalty.
- **Structural Precision:** A disciplined project manager who finds professional satisfaction in the “science” of fundraising to align production timelines, logistics, and data processes.
- **Disciplined Initiative & Integration:** A highly motivated professional who integrates smoothly with team priorities while maintaining a strong sense of personal accountability.
- **Collaborative Efficiency:** A strategic partner who thrives in a team-based environment, coordinating effectively with peers and leadership to ensure peak organizational efficiency.
- **Proactive Ownership:** A self-driven professional who balances independent initiative with a commitment to established best practices. You set high benchmarks for success and possess the rigor to meet them consistently.
- **Adaptive Prioritization:** The ability to manage a high-volume workload and shifting priorities with a focus on high-impact activities that move the mission forward.

**Supervision and Supervisory Responsibilities:** This position will be supervised by the Development Director, is peer to the Database Manager, and collaborates with Communications, Outreach, and Administrative staff routinely. The Annual Fund and Membership Manager’s supervisory role will evolve as the Development Team grows. The Annual Fund and Membership Manager will coordinate projects with outside contractors as needed.

**Work Schedule & Location:** This is a full-time position, Monday–Friday. Occasional work required outside normal business hours. The duties of the Annual Fund and Membership Manager may only be fulfilled by working in the Door County Land Trust office in Sturgeon Bay, WI.

**Essential Needs:** Must be able to sit/stand at a computer and type for lengthy periods. Must be able to lift 20 pounds or more.

**Compensation:** Annual salary commensurate with experience (\$55,000–\$65,000). A successful candidate’s salary and position title will be based on a variety of factors, including the candidate’s qualifications, specific skills, and experience. This full-time position offers competitive benefits: paid holidays, paid vacation, paid sick leave, and one day of paid personal time; health, disability, and life insurance; and 401(k) match up to 4% after first year of employment.

**Application Requirements:** For strongest consideration, please apply immediately. The position will remain open until filled. To apply, use our online application to submit your resume, a writing or planning sample that highlights relevant skills, and contact information for two or more professional references. You may also include a cover letter. References will only be contacted if you are among final candidates. Apply online at [doorcountylandtrust.org/about/careers/annual-fund-membership-manager](https://doorcountylandtrust.org/about/careers/annual-fund-membership-manager).

**Equal Opportunity Employer:** Door County Land Trust is an Equal Opportunity Employer. All employees and applicants for employment are judged on their merits. The Land Trust is committed to providing an environment free of illegal discrimination of any kind, and does not base any employment decisions on race, color, national origin, sex, sexual orientation, gender identity or gender expression, religion, age, disability, military or veteran status, or any other protected category under federal and state laws.