



MARYLAND
LEAGUE OF
CONSERVATION
VOTERS



MARYLAND
LEAGUE OF
CONSERVATION
VOTERS

EDUCATION FUND

Development Manager (Hybrid)

The **Maryland League of Conservation Voters** (Maryland LCV) and the **Maryland LCV Education Fund**, two environmental state-wide, nonpartisan, nonprofit organizations, are seeking a fundraiser to join our team as the **Development Manager**.

The collective mission of the organizations is to educate and activate people in Maryland to take equitable and just political actions for clean water, healthy air, and climate-resilient communities in pursuit of our vision of a healthy environment for everyone in Maryland. The current combined budget of \$2.4 million supports 12 full-time and 2 part-time employees and a broad range of programs. The office is located in historic downtown Annapolis, MD. We are an Equal Opportunity Employer committed to a diverse, inclusive, and equitable workplace.

The **Development Manager** plays an essential role in generating revenue from individual and corporate donors giving up to \$5,000 annually through membership, mid-level giving, and event sponsorship. A successful candidate will be proactive, reliable, and a detail-oriented professional. They will have experience in cultivating, soliciting, and stewarding donors through a variety of channels, including email, direct mail, phone, in-person visits, virtual meetings, and events. The ideal candidate will possess excellent interpersonal skills with the desire to interact directly with donors and the ability to build meaningful relationships.

This position works in a collaborative environment, reporting to the Development Director, and providing fund development support services to the team, including database management, record keeping, prospect research, and event assistance.

POSITION DESCRIPTION:

The **Development Manager** will be primarily responsible for managing and growing the new donor and mid-level giving program which is focused on raising funds from individual donors giving up to \$5,000 annually and securing corporate sponsorships and donations of the same amount. The position will design and manage a giving program for current donors and prospects via a multi-faceted approach to donor relationship-building that includes emails, phone calls, meetings, events, and direct mail. The **Development Manager**

will organize and execute the donor giving cycle from identification to solicitation through stewardship, with specific attention to upgrading current donors and securing new gifts of \$1,000-\$5,000. This team member's fundraising success will be critical to achieving the organizations' \$2+ million annual revenue target.

RESPONSIBILITIES:

- **Fundraising**

- Secure revenue from individuals and corporations giving up to \$5,000 annually
- Design and manage this middle-giving program with a relationship-focused approach to enhance donor engagement
- Utilize data and best practices to convert contacts to new donors, reactivate lapsed donors, increase donor retention rates, and upgrade gifts
- Implement moves management (identification, qualification, cultivation, solicitation, stewardship, and recognition) to build the donor pipeline: new (<\$1,000), middle (\$1,000-\$5,000) and major donors (\$5,000+)
- Lead the creation, planning, and execution of prospect and donor engagement opportunities, including house party fundraisers and donor appreciation events
- Conduct giving analyses, compiling monthly and quarterly reports to track donor activity and performance, and with the Development Director, identify any areas of concern and develop strategies to achieve revenue goals
- Recruit individuals, businesses, and organizations for \$1,000-5,000 event sponsorships for Maryland LCV's signature annual fundraising event, *Changemakers: Celebrating Environmental Leaders*

- **Operations**

- Integrate DEIJ into fundraising efforts and embed the principles of Community-Centric Fundraising
- Utilize the constituent management system (EveryAction/Bonterra), overseeing the day-to-day operation of the database for the development team including managing lists, generating reports, and tracking donor contacts and activities to maximize efficient and effective moves management
- Execute timely acknowledgement of all donors' contributions
- Develop and execute donor surveys for feedback and engagement

- Proactively work with team members to align and grow other key fundraising efforts, including the monthly donor program, member, and major donor programs
- Assist with event planning and implementation of *Changemakers: Celebrating Environmental Leaders*
- Conduct research on donor prospects and create detailed profile reports and briefing materials for meetings with prospective and current donors
- Assist Maryland LCV and Maryland LCV EF's Board of Directors in meeting their give-or-get fundraising goals
- Assist in developing annual fundraising goals, budget, metrics and work plans
- Participate in staff meetings, annual planning, and skill-building learning opportunities and engage with colleagues in the national LCV network
- Attend monthly Development Cohort meetings with national LCV and other state league affiliates, and engage in ongoing database training and collaboration
- Additional tasks as assigned

QUALIFICATIONS:

Success in this position will require the desire and aptitude to be a direct front-line fundraiser, as well as the discipline and organizational skills to manage the systems and processes for the full donor engagement cycle.

- Education: Some course work in fund development, non-profit management, project management, or a related field is a plus
- Experience: Two or more years of direct fundraising experience in non-profit or political fundraising using multiple strategies
- Motivation to build and strengthen our development program
- Alignment with the organizations' values and commitment to centering diversity, equity, inclusion, and justice in our work and supporting an inclusive organizational culture
- Interest in environmental protection, climate action, democracy, and the political process is a plus
- Exceptional interpersonal skills with the desire and ability to directly interact with donors to build meaningful relationships
- Demonstrated knowledge of best practices to improve donor retention, acquisition and increase average gift amounts
- Excellent verbal and written communication skills, including active listening, persuasive writing, copy editing, and public speaking skills

- Demonstrated strategic, analytical, project management, and problem-solving skills, including the ability to anticipate job-related needs and issues and prioritize workload
- Proficiency with Google applications and Microsoft Office products and using a fundraising database - specific experience with EveryAction a plus
- Ability to use a high level of discretion and professionalism when dealing with sensitive and personal information
- Dependable team player with collaborative spirit
- Proven to be reliable, consistent, organized, and self-motivated
- Adaptable, able to manage multiple priorities and projects simultaneously and switch tasks as priorities shift
- Proficiency in written and spoken Spanish is a plus

SALARY and COMPENSATION:

Salary range: \$60,000-\$70,000

Maryland LCV and Maryland LCV EF offer a competitive non-profit salary depending on qualifications and experience. The salary is accompanied by a generous benefits package including health, dental, and vision insurance, 15 paid holidays and 15 paid vacation days annually (prorated by start date), a 401K plan with an employer match, and opportunities for continual professional development.

POSITION REQUIREMENTS:

The Development Manager reports to the Development Director. This is a full-time (40-hour work week) position based in Annapolis, Maryland. After a 30-day learning period, and supervisor approval, this position can become hybrid with 1-2 days off-site/telework per week and 3-4 days onsite. Evening and weekend work will be required at times. This person must be able to maintain a flexible schedule common to fundraising. Travel locally and periodically throughout the State will be necessary so a valid driver's license and access to a car is required. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

TO APPLY:

Send a cover letter, resume, and salary requirements to Shivaugn Ahern, Director of Operations, at careers@mdlcv.org with *Development Manager* in the subject line. Applications will be accepted and reviewed on a rolling basis until the position is filled.

ORGANIZATIONAL OVERVIEW:

The **Maryland League of Conservation Voters** (Maryland LCV) and the **Maryland LCV Education Fund** work in partnership to achieve a healthy environment for everyone in Maryland. Our shared mission is to educate and activate people to take equitable and just political actions for clean water, healthy air, and climate-resilient communities. We pursue our vision and mission through a family of four organizations and strategies. **Maryland LCV**, a 501(c)(4) organization, endorses and helps elect diverse, environmentally committed leaders; works with elected leaders to pass equitable policies and legislation; and holds public officials accountable for effective actions that address the impacts of climate change on people and the environment. The **Maryland LCV Education Fund** is a 501(c)(3) organization that educates, organizes and develops leaders to effectively advocate for equitable climate and environmental policies. It invests in capacity building programs to support communities disproportionately impacted by climate change and ensure equity in representation, access, and measurable outcomes. It also aims to increase voter registration and inspire people, especially young people, throughout Maryland to be educated and engaged environmental voters. Both organizations build and engage in diverse collaborations that advance an equitable and just climate change and environmental policy agenda. The **Maryland LCV PAC** is the political arm that provides financial support directly to diverse, environmentally committed candidates' campaigns, helping them win their races and build their resources for re-election. The **Maryland Conservation Voters Action Fund** makes independent expenditures to educate voters on important environmental issues in elections.

Maryland LCV & Maryland LCV Education Fund are Equal Opportunity Employers committed to a diverse, inclusive, and equitable workplace. Maryland LCV & Maryland LCV Education Fund welcome applicants who self-identify with one or more historically marginalized populations or minority groups.