



Job Announcement: Donor Engagement Manager

Position Details

- **Employment type:** Full time; non-exempt
Compensation: \$75,000-\$85,000 (dependent on qualifications)
- **Benefits:** Includes medical insurance, employer sponsored 401k contribution, commuter benefits, paid time off
- **Location:** Seattle, WA based, hybrid (telework and occasional in-office and meeting expectations). Occasional night or weekend hours required with some regional travel for events and meetings.

Position Summary

Washington's National Park Fund is seeking a Donor Engagement Manager (DEM) who is passionate about deepening relationships with donors who love Washington's national parks. The DEM will build and enhance relationships with existing donors as well as recruit and retain new donors, creating meaningful and engaging donor experiences, soliciting gifts, and ensuring that every supporter feels valued and connected to Washington's National Park Fund's (WNPF) [mission](#). This role involves managing a portfolio of mid-level donors, planning and executing fundraising strategy and collaborating with other teams to foster long-term donor loyalty. They will report to the Philanthropy Director.

Primary Responsibilities

- Create and implement an annual plan for mid-level donor stewardship and solicitation.
- Manage a portfolio of approximately 100 donors, current supporters, and new prospects with diverse priorities, regularly updating the portfolio.
- Develop cultivation strategies, facilitating the movement of donors through the donor cultivation cycle (identification, cultivation, solicitation, stewardship).
- Seek and conduct face-to-face meetings with donors to engage and solicit.
- Communicate funding needs and success effectively. Stay up to date on park projects in need of funding and be able to articulate the goals and projects that were funded.
- Produce multi-channel communications (e.g. direct mail, web, email, social media) as well as customized proposals, solicitation and acknowledgement letters in partnership with other team members.
- Implement a stewardship calendar for acknowledgements and reports.
- Support Philanthropy Director and CEO in executing WNPF's strategic growth fundraising campaign, with a fundraising goal of \$20 million.
- Steward donors in two of WNPF's stewardship donor groups (Over the Top Society, Parks for All Seasons) and provide personal outreach to ensure their continued and ongoing support.
- Coordinate corporate fundraising program. Customize and solicit small business and corporate donors for sponsorships of events and other giving opportunities.
- Support the planning and execution of signature fundraising events to engage donors.
- Plan and execute in-park donor stewardship events including donor hikes and in-park project site visits.
- Maintain donor data and track actions in Raiser's Edge. Report and evaluate on giving data to refine and identify opportunities.
- Serve as staff liaison to the Donor Engagement Committee.

Desired Qualifications

- Minimum of 3-5 years of experience in donor relations, frontline fundraising, or nonprofit development.
- Proven track record of managing relationships and direct engagement with individual donors.
- Proficiency with donor management systems (experience with Salesforce, Raiser's Edge, or similar software preferred).
- Experience in event planning and donor cultivation.
- Strong communication, both verbal and written, and interpersonal skills, with an ability to connect with diverse groups and convey a passion for national park conservation.
- Ability to articulate project funding needs and comfort with soliciting financial support to further the mission.
- Highly organized and able to manage multiple priorities and deadlines.
- Ability to travel for events and donor meetings as needed.
- Familiarity with environmental conservation or experience working with national parks or public lands.
- Knowledge of fundraising principles and best practices.
- A strong work ethic, creative thinking, problem-solving abilities, organization and attention to detail are required.
- Bachelor's degree in Nonprofit Management, Marketing, Communications, or a related field. Additional experience may be substituted for education.
- Valid, insurable Washington State Driver's License and ability to travel by personal vehicle.

Washington's National Park Fund is an equal opportunity employer committed to creating an inclusive workplace that represents the diversity in our communities. Veterans and people with diverse social, racial, and ethnic backgrounds are encouraged to apply. All qualified applicants will be considered for employment without preference given to race, color, religion, sex, sexual orientation, gender identity, social background, or disability status.

Who we are:

WNPF is the official philanthropic partner serving Mount Rainier, North Cascades, and Olympic National Parks. Founded in 1993, WNPF is the only philanthropic organization dedicated solely to Washington's three national parks.

As national parks' needs grow year over year, the budget given to the National Park Service isn't keeping pace – and that's where we come in. Our role is to help fill gaps in funding for programs and projects that enhance visitors' experiences, provide research dollars, rebuild trails, bring in volunteers, improve accessibility, and welcome visitors of all backgrounds.

We fund projects – selected by the park Superintendents and leadership as the top priorities each year – that fall in four core areas: 1) Science and Research; 2) Volunteerism and Stewardship; 3) Visitors' Experiences; 4) Embracing Inclusion

We raise approximately \$3 million annually and there are 7 full-time based out of our Seattle office.

Our Mission: Washington's National Park Fund's mission is to raise funds to preserve and enhance the natural beauty, cultural heritage, and recreational opportunities of Mount Rainier, North Cascades, and Olympic National Parks so that they remain vibrant, thriving ecosystems and cherished destinations for future generations.

Our Vision: Our vision is for Washington's national parks to ignite a deep sense of wonder and awe in the hearts of all who experience them.

To Apply:

To apply send email to development@wnpf.org with a cover letter and resume. The position is open until filled with priority given to applications received by March 3, 2025.