



Position Description
Development Manager
August 2022

REPORTS TO: Executive Director

POSITION SUMMARY:

Habitat for Humanity La Crosse Area is a growing, multi-faceted organization that serves families in need of safe, affordable housing while transforming entire communities throughout the Coulee Region. Habitat for Humanity La Crosse Area is looking for a full-time development professional to lead the marketing, planning, management, and implementation of its fundraising programs. The Development Manager will be responsible for strategically developing, executing, and expanding a fundraising program that includes relationship building and solicitation of high net worth donors. This position will be responsible for careful stewardship of the affiliate's brand and telling "The Habitat story" with creativity, thought, and intention throughout the organization.

RESPONSIBILITIES:

Donor Management

- In partnership with the Executive Director, develop and direct a diversified fundraising program that supports Habitat's strategic plan.
- Build and maintain relationships, continuing to build and develop Habitat for Humanity La Crosse Area's support base across the region and deepen its connections in the communities we serve.
 - Create and implement strategies to identify and develop relationships with new individual donors and deepen relationships with existing donors – built on a firm understanding of donors' interests, passions and values.
 - Create and implement strategies to identify and develop relationships with corporations and local businesses, community organizations and churches.
- Personally, and partnering with the Board and additional staff to cultivate and solicit gifts, both monetary and in-kind, with progressive growth in subsequent years.
- Manage donor pipeline including the scheduling of meetings, follow up communications and maintain regular connections to current and potential donors.

Public Relations and Events

- Research, develop, and manage media outreach plan.
- Meet with media partners and develop new relationships.
- Organize and help facilitate annual fundraisers.
- Organize annual donor cultivation and appreciation events as well as cultivation activities (e.g. site tours, house parties).

- Make use of Habitat's excellent brand image, local reputation and record of accomplishment.

Organization

- Lead and coach Board members, other volunteers and staff to effectively participate in the affiliate's fundraising programs and strategies.
- Develop a major gifts program including charitable gift annuity and wills/bequests.

QUALIFICATIONS:

- Preferred Bachelor's Degree in Marketing, Communications, or similar field. Commensurate experience will be considered.
- Able to relate well to diverse populations – age, race, class, gender, and creed
- Willing to work evenings and weekends if necessary.
- Proficiency in Microsoft Office products, use of the web, and customer management systems.

POSITION INFORMATION

\$35,000 to \$50,000/year commensurate on experience (negotiable). This is a full-time, salaried position (including some nights and weekends – limited). Offers flexible scheduling. Habitat for Humanity La Crosse Area offers paid time off, paid sick time, paid holidays, health/dental/vision insurance, accident insurance, and retirement.

TO APPLY:

For consideration, please send a completed Habitat application and current resume. Submit materials electronically to info@habitatlacrosse.org or mail to: Habitat for Humanity La Crosse Area, 3181 Berlin Drive, La Crosse, WI 54601.

Application materials due no later than 5 pm on Friday, September 9.