



LAND TRUST
SANTA CRUZ COUNTY

Donor Relations Manager

Department	Engagement
Reports to	Engagement Director
Date	7/12/2024
Status	Full Time / Exempt
Wage Range	\$85,000-\$92,000 annually

Job Summary:

The Donor Relations Manager will work directly with the Engagement Director to secure funds to support the Land Trust of Santa Cruz County by fulfilling donors' interests and passions through aligned giving opportunities, encouraging donors to give, and ensuring that current major donors and legacy donors are retained as continuing donors. The Donor Relations Manager will be responsible for supporting the Land Trust's major gifts and planned giving (legacy) programs. This position will report directly to the Engagement Director.

This job is a full-time position with excellent benefits and a great work environment. This position is 40 hours per week in the office with occasional weekends and evenings at offsite events. Hours are flexible between 8am to 6pm, Monday through Friday.

The Land Trust of Santa Cruz County operates in an ecologically and demographically diverse region of central California. We recognize that our organization does not represent the human diversity of our region that will enhance our work and impact. The Land Trust aspires to be an organization representative of the communities we serve. We are looking for people with a passion for nature, land protection, and teamwork. We encourage everyone to apply for our available positions, even if they don't meet all the hiring criteria listed in the job description.



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Job Responsibilities:

- Qualify a caseload of major donors from a larger and growing pool of Land Trust supporters that meet major and planned gift criteria, such as conducting initial exploratory meetings or calls with donors and prospects to determine capacity for major gifts and legacy gifts.
- Create individual relationship and gift goals for each donor and prospect in their caseload based on the donor relationship, giving history, and the Land Trust's knowledge of the donor's capacity.
- Create a plan for each donor that will serve as a foundational communication and marketing plan for each person within the caseload. The plan will include a personal contact and ask strategy for each donor and prospect within the caseload that takes into account the individual donor's passions, interests, motivations, giving patterns, and ask preferences.
- Execute donor plans (including making major gift/legacy gift asks) faithfully and on a timely basis so that individuals within the caseload are retained or upgraded.
- Work with Land Trust field, Operations, and Engagement teams to secure appropriate project information and budget to create offers, proposals, and ask that will be used with donors on the caseload to secure and steward gifts as well as report back on how their giving is making a difference.
- Works with the Engagement team to integrate major gift and planned giving prospects into the Moves Management process.
- Uses donor database and wealth screening tools to track donors and prospects within caseload, as well as keep accurate records of all major donor interactions and relationships.
- Performs other major donor activities as may be required by the Engagement Director, including creating monthly reports that accurately reflect caseload activity and performance.

Accountability

Performance will be measured by:

- Ability to qualify doors from the larger pool of organizational supporters that meet the major gift criteria
- Ability to create reasonable financial goals for each donor, which are based on their giving and their potential.



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- Ability to create a personal contact and ask plan for each donor on your caseload that takes into account their passions, interests, motivations, giving patterns, and ask preferences.
- Ability to successfully execute this plan in a timely and cost-effective manner, which results in the retention and upgrading of major gift and planned giving donors.

Required Job Knowledge, Skills, Ability & Experience:

- Minimum of 3 years of major gift and/or planned giving, or related experience - specifically donor/customer relationship building and making successful gift asks.
- Excellent interpersonal communication skills and relationship building.
- Willingness to try new programs and participate in the Veritus Major Gift training.
- Donor-centered mindset and desire to build and maintain a culture of philanthropy.
- Ability to work effectively as a team member and alone.
- Must be available to work evening or weekend events as needed.
- Excitement for connecting meaningfully with our outstanding community of donors who make our work possible!

Preferred Job Knowledge, Skills, Ability & Experience:

- Ability to carry out complex tasks with minimal supervision.
- Proficient in Microsoft Word, Excel, PowerPoint, Teams, Canva, Figma, Instagram, Facebook, Eventbrite, and Adobe Acrobat. Experience with iMovie or other video editing platforms is a plus.
- Exceptional attention to detail and accuracy.
- Experience using donor databases and project management systems.
- Ability to adapt to differing workstyles within the team and share your work and communication needs/preferences.
- Valid driver's license and proof of insurance.
- B.A. or equivalent degree.
- Ability to occasionally lift and carry objects weighing up to 30 pounds.



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To apply:

Submit a cover letter and resume, and three professional references in one combined document, to: job@landtrustsantacruz.org

References will not be contacted without candidate permission. Candidates will be contacted after the application filing deadline.

This posting will remain open until filled. The first round of applications will be reviewed on August 23, 2024.