

JOB TITLE: MEMBERSHIP & DONOR RELATIONS COORDINATOR
DEPARTMENT: DEVELOPMENT, MARKETING, MEMBERSHIP
REPORTS TO: DIRECTOR OF DEVELOPMENT & EXTERNAL RELATIONS
STATUS: NON-EXEMPT (40 hours per week)
SUPERVISES: NONE
HOURS: Tues – Fri, Sun (9/10am – 5/6pm) evenings and weekends as needed

POSITION SUMMARY: Coordinate and serve as primary contact for member relations, including recruitment, sales, and retention. This position is responsible for creating and executing fundraising strategies for Fernwood’s annual fund and membership. This position works closely with the Director of Development and External Relations on pricing structure, demographics, and membership recruitment campaigns and develops strategies to build member relations for long-term donor support.

DUTIES AND RESPONSIBILITIES

Membership

- Process new and renewing memberships.
- Generate membership renewals monthly, both electronic and by mail.
- Track, analyze, and report membership metrics -- sales, recruitment, and retention – by geography, level of membership, length of engagement, and renewal rates.
- Prepare weekly and monthly budget-to-actual revenue reports.
- Coordinate membership recruitment and recapture campaigns throughout the fiscal year, both electronically and by mail as well as at special events on and off-site.
- Monitor reciprocal programs, including American Horticulture Society, Association of Nature Center Administrators, and the Reciprocal Organization of Associated Museums, updating numbers periodically on all forms, membership cards, and website.
- Issue membership cards bi-weekly, creating, printing, processing, and mailing.
- Partner with Visitor Services to deliver coordinated and welcoming membership sales opportunities at the front desk.
- Serve as contact for external member discounts and privileges, including magazine subscriptions through American Public Gardens Association, McKinley Garden Center, Vite Greenhouses, and White Flower Farm.

Donor Relations

- Demonstrate excellent customer service in all interactions with donors.
- Fulfill data and reporting requests, including the production of donor lists, regular progress reports, and extractions of data from the database for analytical purposes.
- Formalize and track relationship management process using constituent relationship management system (Altru) to include identification, qualification, cultivation, solicitation, and stewardship of prospective and current donors.
- Ensure that donations, member payments, and pledges are quickly and accurately processed and that donor accounts are accurate.
- Ensure that donor and member information is effectively and efficiently maintained and prospect cultivation activity is appropriately tracked - including monitoring systems to ensure exceptional customer service.
- Manage timely personal acknowledgements of all gifts and pledges to donors.

Annual Giving

- Collaborate with External Relations department to facilitate annual appeal.
- Develop and implement a comprehensive individual gift recognition program that ensures all donors receive appropriate and consistent accounting of the impact of their gift annually. I can't seem to be able to close the gap between bullet points.
- Execute strategies to educate donors, members, and the community about engagement opportunities.

Administration

- Manage bulk mailing account with United State Post Office and act as lead contact.
- Update addresses within United State Post Office server.
- Proactively manage the membership and donor relations budget and oversee the preparation of statistical and narrative reports, and other documents as requested.
- Order membership card stock, White Flower Farm post cards, and bulk mailing envelopes when needed.
- Submit postage usage to bookkeeper monthly.

Travel Programs

- Work with Head of Marketing and Graphic Design to plan and organize local trips.

Events

- Design, plan, and implement the following annual fundraising events:
 - Spring Garden Symposium
 - Spring Raffle
 - Fernwood Friday
 - Notre Dame Shakespeare on the Green
 - Summer Concert Series (2)
- Form and maintain working relationships with event staff including catering/café, volunteers, vendors.
- Write event descriptions for quarterly newsletter, website, and other promotions.

Misc. Responsibilities

- Support ongoing Legacy Campaign efforts through database and pledge management.
- Develop and maintain annual program budget (membership, annual giving, donor relations).
- Retrieve mail daily and distribute in staff mailboxes.

Behavioral Expectations

- Demonstrate the ability to respond with urgency to the needs and requests of others, internally and externally, and ensure a high degree of responsiveness to all donors without regard to their giving level.
- Maintain constructive relationships and demonstrate respect for everyone contacted.
- Deal constructively with conflict and focus on the situation, issue, or behavior and not on the person by diffusing situations before conflicts arise, resolving conflicts directly and actively promoting and gaining cooperation from others.

- Willingness and ability to adjust to changing conditions or priorities.
- Take the initiative to identify and act on problems and lead by example.
- Consistently make decisions that resolve problems.

Education and Experience

- Bachelor's degree in business, marketing, or related nonprofit work.
- Two or more years of experience in a multi-faceted, customer-based arts and culture environment.
- Two or more years of experience in nonprofit fundraising and/or nonprofit membership activities.
- A demonstrated ability to record and report information clearly, concisely, and accurately.
- Proficiency in Microsoft Word, Excel, Power Point, and gift processing, and database management.
- Must have outstanding customer service skills.

Application Instructions

Please send resume and letter of interest to marketing@fernwoodbotanical.org. Application deadline is Friday, May 25, at 5pm.