



## Director of Individual and Corporate Giving

### Organization Description:

Wasatch Community Gardens (WCG) is a community-based, nonprofit organization dedicated to empowering people to grow and eat healthy, organic, local food. Since 1989, we have provided children, adults, and families in Salt Lake County with access to land and education for growing and eating fresh produce, while building and nurturing community connections through gardening and healthy food. We accomplish this through four main programs: Community Garden, Community Education, Youth and School Gardens, and Job Training.

### Position Overview:

WCG's Director of Individual and Corporate Giving reports to the Executive Director and is part of the External Relations Department. This position is responsible for the development of cultivation and stewardship strategies in support of WCG's annual and other fundraising campaigns, major and recurring gift programs, planned giving group (the Golden Tomato Society), donor relations, sponsorship programs, corporate support, and cause marketing partnerships.

The Director of Individual and Corporate Giving is a member of the Board Recruitment Committee and works closely with the Executive Director and members of the Board on WCG's Board Development strategy.

### Primary Responsibilities:

*Create and execute an overarching plan for individual and corporate giving that is integrated into WCG's broader External Relations effort and aligns with the organization's strategic plan. Raise approximately 35% of WCG's budget annually. Annual budgets can be found on our website:*  
<https://wasatchgardens.org/who-we-are/financials-and-organizational-data>

#### *Major Gifts Program, including Planned Giving 20%*

- Plan and execute strategies for the growth of:
  - WCG's Director's Circle at mid- and major-gift levels to ensure a robust pipeline of donors including communications, cultivation, appreciation, and benefit events, and one-on-one meetings to better showcase program impacts;
  - WCG's Planned Giving group, the Golden Tomato Society including direct mail, one-on-one meetings to discuss legacy and other planned gifts, and special events.

#### *Fundraising Events 10%*

- Plan and execute fundraising events (including WCG's Grow. Eat. Repeat breakfast, Director's Circle events, unique annual fundraising events) and engage in timely, consistent donor follow up.

#### *Fundraising Campaigns 20%*

- Plan and execute fundraising campaigns, including Pals of the Plant Sale, Summer Campaign, and end-of-year giving (Annual Appeal direct mail, #GivingTuesday, and in-house personalized mailings).
- Develop and execute strategies to increase the number and value of donors giving on a recurring basis.
- Initiate and launch strategies for recruitment and cultivation of first time and entry level donors.

#### *Fundraising Communications 5%*

- Provide content for fundraising social media, FRESH, and email campaigns. Collaborate with Director of Marketing and Communications to integrate communications into broader External Relations communications plan.

#### *Sponsorships and Corporate Giving 20%*

- Review, update, plan and oversee WCG's corporate sponsorship and giving program.
- Work with corporations on cause marketing opportunities compatible with WCG's Gift Acceptance Policy.
- Provide content, and collaborate with Director of Marketing and Communications to schedule sponsorship social media, FRESH, and website acknowledgement of sponsors.

#### *Donor Services and Administration 10%*

- Manage CIVICRM input of individual and corporate gifts and sponsorships, and associated production of personalized thank you packets.
- Provide data analysis to show progress against fundraising goals.
- Oversee the assembly of donor and sponsor listings for WCG's Annual Report.
- Regularly review WCG's Gift Acceptance Policy and Gift Acknowledgement Guidelines, and recommend updates as necessary to remain current and within Utah and Federal laws and best practices.

#### *Special Projects 5%-15%*

- Plan and execute special fundraising projects as required.
  - Current special campaign: <https://wasatchgardens.org/ways-to-give/five-year-5-million-growth-plan>

#### *Board Development 5%*

- Provide External Relations participation in the Board Nomination Committee.
- Work closely with members of the Board on their "Five by Five" supporter cultivation commitment.
- Provide the Chair of the Board and Executive Director with monthly information about Board participation in fundraising efforts.

#### *Additional Responsibilities 5%*

- Attend and actively participate in staff meetings, team meetings, staff workdays, and trainings.
- Engage in strategic planning process during planning years (every 3 years)
- Provide support at WCG's Spring Plant Sale, Love Local Holiday Market, and other organizational events as needed.

#### **Required Qualifications:**

- 5 plus years previous development experience, including major gifts.
- Highly effective strategy and planning experience.
- Excellent interpersonal and communication skills.

- Proficiency in Microsoft applications, Google Suite, project management software (currently using Asana), and a CRM system (currently using CIVI CRM).
- Experience with event planning.

#### **Preferred Qualifications**

- Bachelor's degree in related field.
- Professional accreditations.

#### **Hours:**

This position is full-time (40 hours per week) and requires some evenings and weekends.

#### **Salary and Benefits:**

Compensation will be commensurate with qualifications and experience with a hiring range of \$60,000-\$65,000, and a salary growth range of \$60,000-\$80,000. Benefits include health insurance, Simple IRA, HSA, paid holidays, sick and vacation leave, and access to garden produce.

#### **To Apply:**

Please email the following materials to [openings@wasatchgardens.org](mailto:openings@wasatchgardens.org):

- Resume
- Names, titles, and phone numbers of three professional references
- Short response (one page total) to the following items:
  1. Why are you interested in this position?
  2. What strengths will you bring to our team and this position?

Please put Director of Individual Giving in the subject line of your email. Applications will be accepted **until 5pm, Monday, July 24, 2023**. **Applications without references and responses to the questions above will not be considered.**

#### **Applicant must submit to and clear a background check.**

People of color, people with disabilities, veterans, and LGBTQ candidates are strongly encouraged to apply. WCG is committed to providing equal employment opportunities for all employees and applicants for employment based on individual qualifications and without regard to race, religion, gender, age, national origin, mental or physical disabilities, sexual orientation, or any other similarly protected status. It is our policy to comply with all applicable laws governing employment practices and not to discriminate on the basis of any unlawful criteria. WCG values the diverse backgrounds of its employees and works to create an open atmosphere of trust, honesty, and respect. WCG is an equal opportunity employer and does not discriminate in its employment decisions.