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## Position Announcement: **Fundraising Specialist**

### **About the Alliance:**

The Alliance for the Chesapeake Bay (Alliance) is a regional nonprofit organization whose mission is to bring together individuals, organizations, businesses, and governments to find collaborative solutions, to build a strong commitment to stewardship, and to deliver innovative, broadly-supported programs that benefit the land, waters and residents of the Chesapeake Bay. In partnership, the Alliance implements local programs that connect people to their local river and become directly involved in local restoration efforts. The Alliance was founded in 1971, is headquartered in Annapolis, MD, and has regional offices in Lancaster, PA, Washington, D.C., and Richmond, VA.

### **Job Description:**

As the Alliance celebrates our 50th anniversary this year, we are looking ahead to solving the challenges facing the Chesapeake in the next five decades. At this exciting crossroads, we are seeking a candidate who is a motivated change maker to lead our efforts on increasing unrestricted revenues to enable us to continue to broaden our constituency for greater impact on the ground. We are looking for someone who believes in the Alliance's mission, and values of inclusivity and collaboration, and will demonstrate exceptional drive to further our existing efforts, nurture and build relationships, and help strategize and deliver new ones.

The full-time Fundraising Specialist position serves a critical role in the implementation of the Alliance's Development Plan and meeting the organization's [Strategic Plan](#) Priority to *Ensure Organizational Sustainability for the Next 50 Years*. The Fundraising Specialist will work closely with the Alliance's Chief Executive Officer (CEO), Board of Directors, and staff to advance mid-level and major individual donations, and other giving opportunities. The successful candidate demonstrates leadership qualities when working with passionate and diverse constituents, with strong motivation to grow unrestricted revenue streams to fund our mission of bringing together communities, companies, and conservationists.

### **Specific Duties of the Position:**

- Work collaboratively with the Board and staff to advance the Alliance's strategic fundraising goals set out in the 2021 - 2025 Development Plan. Support quarterly goal setting with the Alliance's development team.
- Collect existing data to create and maintain a Top Prospects solicitation list of current donors and new prospects; qualify each donor on the list through giving history and input from the staff, board, and key volunteers. Maintain data in the CRM database.
- Determine effective cultivation and solicitation strategies for Top Prospects, leveraging the Alliance's on-going program work. Coordinate with staff to enhance fundraising efforts intersecting with programmatic efforts.
- Collaborate with the Communications Director to develop compelling donor communications consistent with our communications strategy.
- Support monthly fundraising activity and team with Board and staff fundraisers to:
  - Grow the current base of donors through launching our Catalyst Circle of major donors, event invitations, mini campaigns and volunteer opportunities.
  - Plan for effective, consistent donor outreach, engagement, and stewardship, from meeting preparation to follow through.
  - Support the Alliance development team, regarding assigned "portfolios" to steward and cultivate further.
- Work alongside staff and Board to plan and facilitate face-to-face meetings, across the Chesapeake Bay watershed, with champions and prospective donors/funders.

- With the development team, evaluate effectiveness of overall fundraising efforts and provide recommended course corrections as needed.

**Minimum Qualifications & Experience:**

- 3+ years of experience in fundraising, marketing, donor work, or similar. An advanced degree in a relevant field may substitute for one year of professional experience.
- Comfortable “making the pitch” to diverse individuals and stakeholder groups.
- Effective writing and proactive communications skills.
- Collaborative and inclusive in decision making, while also demonstrating strong leadership abilities.
- Detail-oriented, flexible, and able to manage multiple tasks in a fast-paced work environment.
- Effective in utilizing Microsoft Office, Google Workspace, and CRM platform databases.

**Additional Desirable Expertise, Interests, and Skills:**

- Basic understanding of environmental considerations related to the Chesapeake Bay watershed.
- Existing network of environmental and civic group contacts within the Chesapeake Bay watershed.
- Knowledge of non-profit financials, basic invoicing, and project budgeting.

The Alliance aspires to be an inclusive multicultural organization that celebrates the rich dimensions of diversity such as race, ethnicity, gender identity, sexual orientation, socio-economic status, age, physical abilities, religious and political beliefs. We are committed to ensuring diversity and inclusion remain integral to our organizational structure, policies, board of directors, staff, strategic goals, grants, partnerships and program delivery. To learn more, visit our website: [allianceforthebay.org/about/diversity-equity-inclusion-justice](http://allianceforthebay.org/about/diversity-equity-inclusion-justice)

The Alliance for the Chesapeake Bay offers a family friendly, flexible work environment. We are committed to building a diverse team and strongly encourage candidates from all backgrounds to apply.

**Supervision:** The Fundraising Specialist will report directly to the Chief Executive Officer.

**Hours and Location:** The Fundraising Specialist will be based at the Alliance's Annapolis, Maryland or Washington, DC Office with some ability to work from home. Travel throughout the Chesapeake Bay watershed and to each of the Alliance's regional offices will be needed at times. Some evening and weekend work is also expected. The position advertised is full-time (40 hours per week).

**Salary:** \$60,000+ salaried position, commensurate with experience. Competitive benefits are available, including paid time off and holidays, health coverage, and retirement plan options.

**Application:** Please email your cover letter and resumé and a list of 3 professional references to [careers@allianceforthebay.org](mailto:careers@allianceforthebay.org). Indicate “Fundraising Specialist” in the email subject line. No telephone inquiries, please.