



Development Director

About the Monk Botanical Gardens

In just a few years, the Monk Botanical Gardens has grown into an exciting community attraction. This year (2020) marks 17 years since land for the Monk Botanical Gardens was donated by Robert W. Monk. Community volunteers and investors have been building and growing the garden ever since.

Today, the Monk Botanical Gardens occupies a 30-acre property on the West Side of Wausau, Wisconsin, at 1800 N. First Ave. Fifteen years ago, in 2003, the garden achieved nonprofit status and had built a solid reputation for delivering on its commitment to provide a premier garden focused on education.

Volunteers and donors have created a one-of-a-kind environment where all have opportunities to visit and enjoy the beauty of the unique gardens, which have become an urban sanctuary for education, appreciation of our environment, relaxation, and recreation.

Visitors to the Gardens are now able to relax in the contemplative environment of the Memory Garden and Memorial Plaza, climb the magnificent Treehouse, bring lunch and enjoy it under the roof at the “Potager” pavilion in the Kitchen Garden, view unusual plantings in the Meditation Garden, and explore the foot trails that wind through the fields and woods, and border the pond. These features are just the start of what the vision is for the development of the garden. Already thousands of children, students, and adults currently participate in programs and events all year long.

Since the Gardens hired its first full-time employee in 2017, the Gardens has grown exponentially in its fundraising efforts, education and special events offerings, and paid staff. Now a team of three full-time employees with seasonal interns, the Gardens is looking to begin its first capital campaign to build its Visitors Center Complex.

Position Summary

The Monk Botanical Gardens seeks a full-time development director responsible for designing and implementing the organization’s fundraising efforts. They will develop systems, research prospects, and ‘set the table’ for the Executive Director to cultivate prospects, steward donors, and close gifts. They will also work as a staff liaison with the Board Development committee to ensure that the board has tools and training and is fully engaged in raising needed funds.

This role involves organizing large-scale fundraising initiatives, working with board members, managing our annual fund, and building relationships with donors, staff, and volunteers. The development director will also implement major giving and planned giving fundraising strategies.

Primary Responsibilities

Leadership

- Develop and implement strategies to grow the annual fund and membership programs, including funds raised through individual and institutional gifts, special events, and corporate/business sponsorships.
- Annually create goals, objectives, and outcomes for development and communications and periodically review these goals, objectives, and results.
- Work closely with the Board of Directors, and support board members as they take on a more active fundraising role.
- Work with the Development Committee to implement a yearly fundraising event and fundraising plan.

Administrative & Infrastructure

- Implement CRM system.
- Recruit, train and manage staff/volunteers involved w/ development activities (peer to peer fundraising, campaigns, etc.)
- Develop, manage, and implement all direct fundraising mailings, annual report, and thank you letters.
- Oversee the planning and execution of special events, specifically for fundraising.
- Provide fundraising reports as needed.
- Recruit and staff volunteer leadership for Development Committee that focuses on growing the annual fund and membership and special fundraising events, reviewing fundraising policies and overseeing the board giving campaign.
- Evaluate, grow, and manage the membership program and annual fund through a variety of fundraising strategies. Oversee fulfillment of member benefits.
- Lay the groundwork and implement a planned giving program.
- Stay on top of fundraising trends and the nonprofit community.

External

- Develop and maintain ongoing relationships with major donors and prospects, including individuals, corporations, governments, and foundations.
- Develop, manage, and implement all marketing materials associated with development and special events, including but not limited to brochures, websites, social media, press releases, and email campaigns.
- Oversee the development and implementation of the newsletter.
- Work with Executive Director to identify and arrange logistics for speaking opportunities with high fundraising potential.
- Research funding sources and trends with the foresight to help position MBG ahead of significant changes in the fundraising landscape.
- Identify potential major donors and coordinate requests with the Executive Director.
- Participate in developing any capital campaign by working closely with the Executive Director, Board of Directors, Campaign Committee, and consultants as needed.
- Work with the Education and Events Director to position and execute events to advance the MBG's mission, strategic goals, revenue goals, and build longer-term loyalty and

support. Increase event revenues through corporate sponsorships and audience cultivation.

- Participate in local associations of development professionals and network with community/business leaders.

Other Duties

- Willingness to assume other duties that may be assigned
- Occasional travel is required to meet with foundations, corporations, and major donors.
- Occasional travel is required in support of special event planning and management.

Qualifications and skills

- Bachelor's Degree
- Hands-on individual with 3+ years of broad-based experience managing and implementing fundraising programs.
- Superb written, verbal, and interpersonal skills.
- A combination of the following qualities: good time management, flexibility with job duties, creative, self-starter, organized, detailed oriented, enthusiastic, loves to build systems to keep track of information, and an excellent memory for details.
- Fundraising software and tools experience (or willingness learn).
- Demonstrated ability to coordinate/collaborate with other management staff, board, committee members, volunteers, and consultants to achieve outstanding results for MBG.
- Ability to build rapport (in person or on the phone) with donors, members, volunteers, and the public with diplomacy, discretion, and customer-service focus.
- Proficiency in Gmail, Google Drive, WORD, EXCEL, social media (Facebook and Instagram).
- Knowledge of the North Central Wisconsin Philanthropic community a plus but not required.

Reports to: Executive Director

Compensation: This is a full-time, exempt position. Salary range \$50,000-\$60,000. A generous PTO and nine holidays off. Simple IRA with employer match. **Employer-paid** dental and vision insurance along with life, long term, and short term disability insurance. Flexible workday/time and work for home option, and paid family sick leave. A remote position may be considered.

To apply email cover letter, resume, and contact information for three references to Darcie Howard, Executive Director, dhoward@monkgardens.org. This position will remain open until filled. January 4, 2021 start date.

Monk Botanical Gardens is committed to creating a diverse environment and is proud to be an equal opportunity employer. We believe inclusion and diversity within our staff, board, volunteers, and visitors is essential to our success. Monk Botanical Gardens recruits, employs, trains, compensates, and promotes regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status as required by applicable law.