

**BROWN LEDGE FOUNDATION  
BROWN LEDGE CAMP**

**DIRECTOR OF FUNDRAISING**

Brown Ledge Camp seeks a dynamic fundraising professional to join the leadership team as the Director of Fundraising. Reporting to the Camp Director, the Director of Fundraising will be responsible for the strategy, planning, and implementation of all aspects of fundraising to support the organization's annual and long-term priorities, including the annual fund, major giving, endowment, and necessary capital campaigns. The Director of Fundraising will be responsible for developing a comprehensive fundraising plan that includes thoughtful community engagement and stewardship.

**ABOUT BROWN LEDGE CAMP**

Friendship. Community. Accomplishment. Brown Ledge Camp is a non-profit residential camp for girls ages 10-17 located on Lake Champlain in Northern Vermont. Brown Ledge was established in 1926 as "the different camp" with a Freedom of Choice philosophy that fosters independent living and personal growth. The high-quality summer program is designed to encourage self-directed participation in varied activities, including riding, theater, archery, tennis, swimming, sailing and much more.

**POSITION DESCRIPTION**

The Director of Fundraising is responsible for the execution and management of a comprehensive fundraising strategy to grow annual giving and support capital and endowment campaigns as necessary. Working closely with the Camp Director and Board of Directors, the Director of Fundraising will develop and implement a major gifts program that generates funds through high-net-worth individuals, annual giving, special events, family foundation support, and special programs which meet and exceed the fundraising goals for individual giving.

The ideal candidate is a self-starter who is a strong internal and external collaborator, and has the capacity and skills to help significantly expand the individual donor base. While Brown Ledge has an existing pool of donors and a highly engaged alumni group, the emphasis in this position is on the identification, qualification, cultivation, soliciaton, and stewardship of gifts from new donors. The person in this role will need to develop a deep knowledge and understanding of giving patterns among Brown Ledge's constituencies and create a strategy to move supporters through the donor cycle, while engaging an ever-increasing base of regular donors. Leveraging this analysis, the Director of Fundraising will carefully segment donors and create unique solicitation and engagement strategies by constituency.

An additional important aspect of this role is community engagement. The Director of Fundraising will engage with parents and alumni during BLC events throughout the year, but especially during the summer season. This position will be responsible for assisting in the

planning and execution of all parent and alumni engagement events throughout the year. The Director of Fundraising is not required to live in Vermont, but is expected to travel to Vermont during the summer season. Travel required during the year for cultivation events and community engagement.

### **DUTIES AND RESPONSIBILITIES**

- Manage, design and implement strategies for the annual fund, necessary campaigns, and the endowment including marketing, donor cultivation, and stewardship;
- Develop and implement a plan to identify, cultivate, solicit, and steward individual donors in support of the organization's long-term priorities, both at the major gift and principal gift level. This includes a detailed assessment and realignment of the annual fund, major gifts programs, and endowment goals;
- Manage prospect research efforts and create a pipeline of current and prospective donors;
- Support and grow the organization's relationships with community members through solicitation strategies and the drafting and coordination of regular communication material;
- Ensure that staff and board members are supported in their donor relations work by developing strategy briefs and leading prep materials;
- Support and facilitate the planning of Alumni Camp, a bi-annual event held at Brown Ledge, as needed and actively cultivate Brown Ledge alums during the weekend long event;
- Collaborate with the Camp Director on the planning and execution of special cultivation events and fundraising initiatives;
- Establish and create annual giving materials across a variety of media including print, digital, and social media channels (Facebook, Instagram, Twitter);
- Conduct regular, thorough assessments of annual fund performance through detailed, statistical analysis of the donor pool, response rates and return on investment (ROI), and establish a clear set of key performance indicators (KPIs) and goals;
- Continually evaluate all aspects of the development process with the goal of maximizing gift contributions.

### **QUALIFICATIONS**

- At least five or more years of professional experience in a fundraising context, including at least two years of in-depth experience in individual giving, proposal writing, prospect development, and/or donor stewardship;
- Demonstrated experience managing donor portfolios of five and six figure gifts;
- A proven track record of success in implementing a comprehensive fundraising strategy, on and offline;
- Excellent written and oral communications skills, along with a keen ability to listen;

- Demonstrated self-starter who is motivated by challenging goals;
- Commitment to working collaboratively;
- Strong leader with the ability to be an enthusiastic, articulate, and compelling spokesperson for Brown Ledge Camp's mission, philosophy, and programs;
- Analytical and data-oriented with an ability to run and synthesize quantitative giving reports, generating insights to drive donor strategy;
- An ability to travel and work some nights/weekends required;
- Proficiency with Excel, Google Sheets, and database management;
- Ability to prioritize, self-manage, and maintain high productivity.

This is a full time, salaried position with benefits. The final salary will be determined based on the experience and qualifications of the successful candidate.

### **Brown Ledge Camp is an Equal Opportunity Employer**

Brown Ledge Camp is an equal opportunity employer. Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, gender identity, disability, veteran status, or any other class protected by law. Assistance and/or reasonable accommodations during the application process are available to individuals upon request. To request assistance or accommodation, please contact [foundation@brownledge.org](mailto:foundation@brownledge.org).

### **HOW TO APPLY**

Review of candidates will begin February 1, 2021. Please email your applications to [foundation@brownledge.org](mailto:foundation@brownledge.org). **Applications are being accepted on a rolling basis.**

Applications must include a letter of interest, a resume with salary requirements, and contact information for at least three professional references addressed to:

Jackie Meltzer  
Search Chair  
Brown Ledge Foundation Board of Directors